

Connecting the needs of leadership: finance, IT, sales and marketing in a single source of truth

In any organisation, there needs to be a single source of truth that integrates operational, commercial and business performance, providing complete visibility into the sales pipeline. This is only made possible through the implementation of a sophisticated CRM system.



Identify

Secure

Transition

Optimise

THEN

AWARENESS

INTEREST

CONSIDERATION

DECISION

MARKETING

SALES

NOW

MARKETING

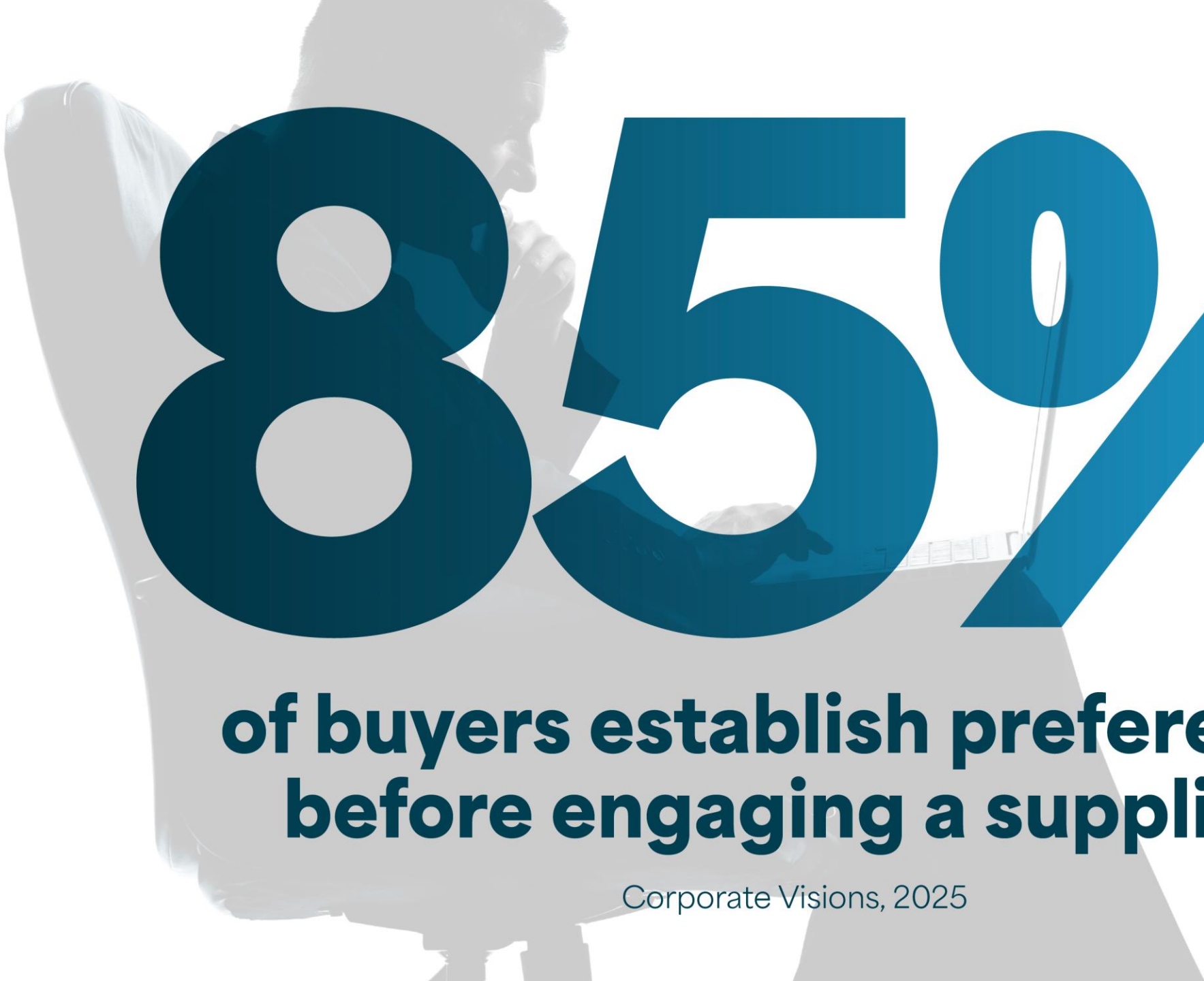
SALES

A faint, light gray silhouette of a person sitting at a desk, leaning forward and working on a laptop. The person's head is bowed, and their hands are positioned over the laptop keyboard. The background is white, and the silhouette is semi-transparent, allowing the large text to be seen through it.

90%

of the buyer journey starts online.

Oren Greenburgh, 2024

A faint, light gray silhouette of a person is visible in the background, sitting at a desk and working on a laptop. The person's head is turned slightly to the right, and their hands are positioned over the laptop keyboard.

85%

**of buyers establish preference
before engaging a supplier.**

Corporate Visions, 2025



Introducing the power of predictive revenue



Download our whitepaper:



#1: “I want to make videos”

- **Ask Yourself: WHY?**
- **Build a strategy first**, then incorporate videos where they fit best.

The first time I realized a video with no strategy is essential ‘money down the drain’



#2: Brand awareness marketing

The simplest starting point

Building brand awareness is simple, especially if you aren't worried about converting it to sales.

- **Easy to launch**
- **Consistent content**
- **Have a strategy**
- **Focus:** Engagement, credibility, and consistency—not immediate sales
- **Who Does This Best?**
 - **Distributors**
 - **Startups**
- When brand awareness **reaches an inflection point**, it's time to **transition to a CRM-driven strategy** for lead conversion.

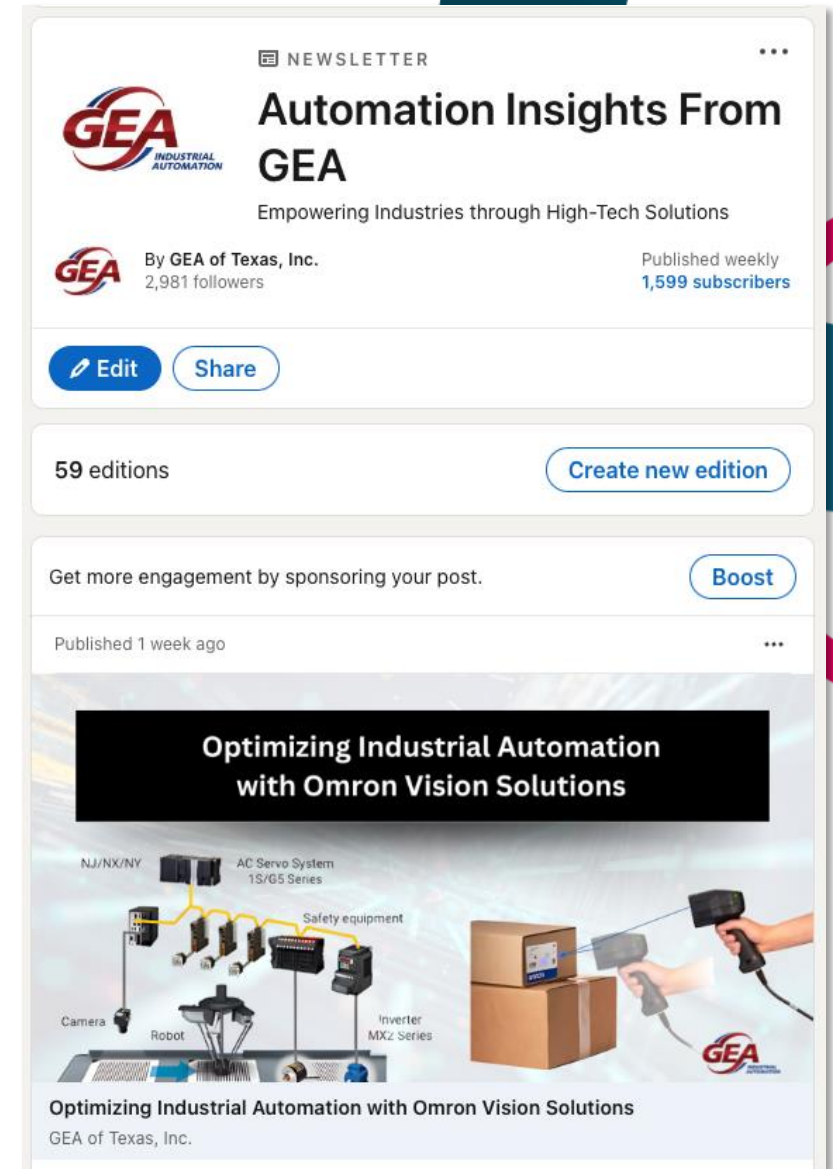
#3: Marketing to grow sales

Unlike brand awareness, **sales-focused marketing must be measurable.**

- **Structured CRM**
- **Targeted campaigns**
- **AI-driven engagement**
- **ROI measurement**

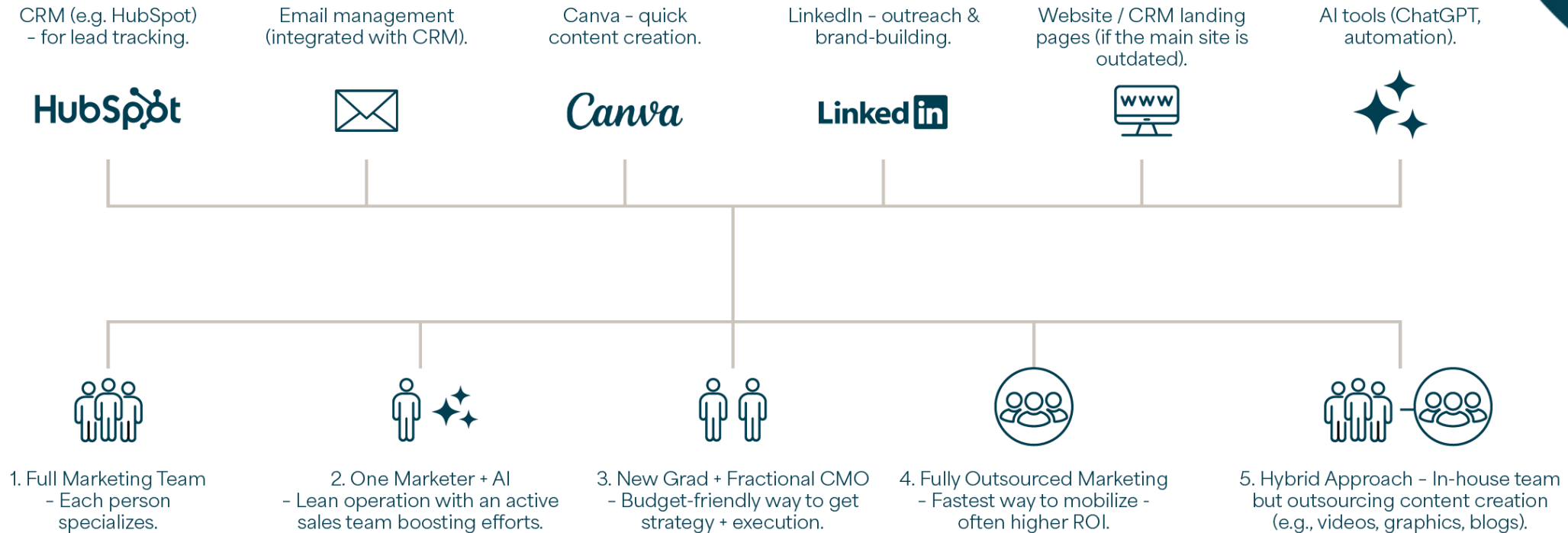
Marketing and sales alignment is critical.

Content creation is important here, but not until the baseline systems of CRMs and strategy have been discussed



Marketing to grow sales – approach types

Lean Marketing Foundation for Sales Growth



Types of Marketing Team Structures (non exhaustive list)

Sales as your marketing team

Marketing and sales alignment boosts credibility.

Utilize your existing customer facing employees.

- Sales teams should actively participate in marketing e.g. LinkedIn.
- Sales reps should create their own content and support the company page.
- CRM + Sales + Marketing = success
- A well-used and maintained CRM = more effective sales-driven marketing.
- A CRM is only useful if sales teams actively use it.
- Properly tagged email campaigns
- Updated CRM = targeted campaigns and better analytics.



FIFTH  RING