



# Your presenters



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Youwe



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Youwe

Stay ahead.

160+

20

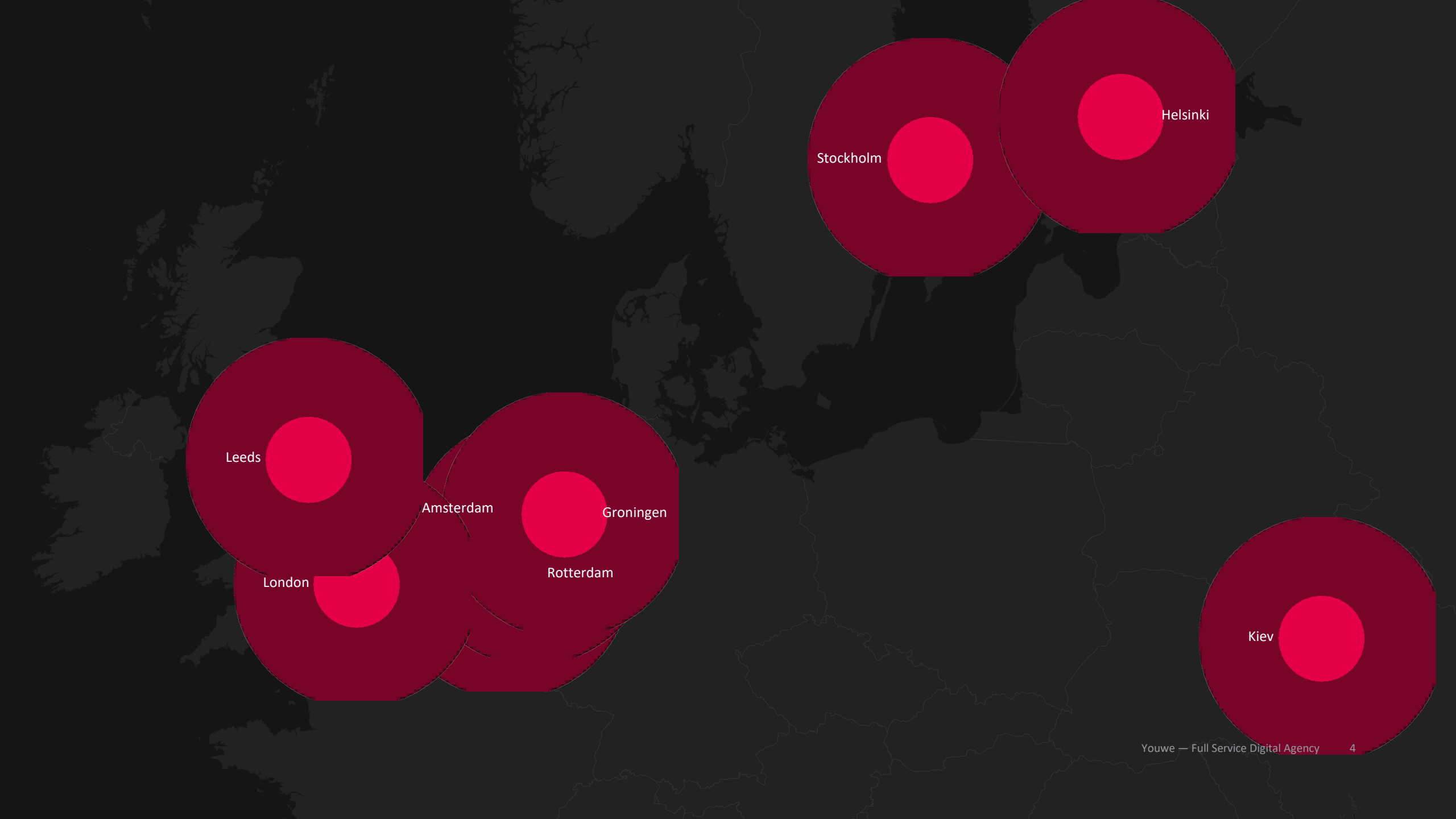
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Professionals

Years of Experience

Offices

Go beyond.



Stockholm

Helsinki

Leeds

Amsterdam

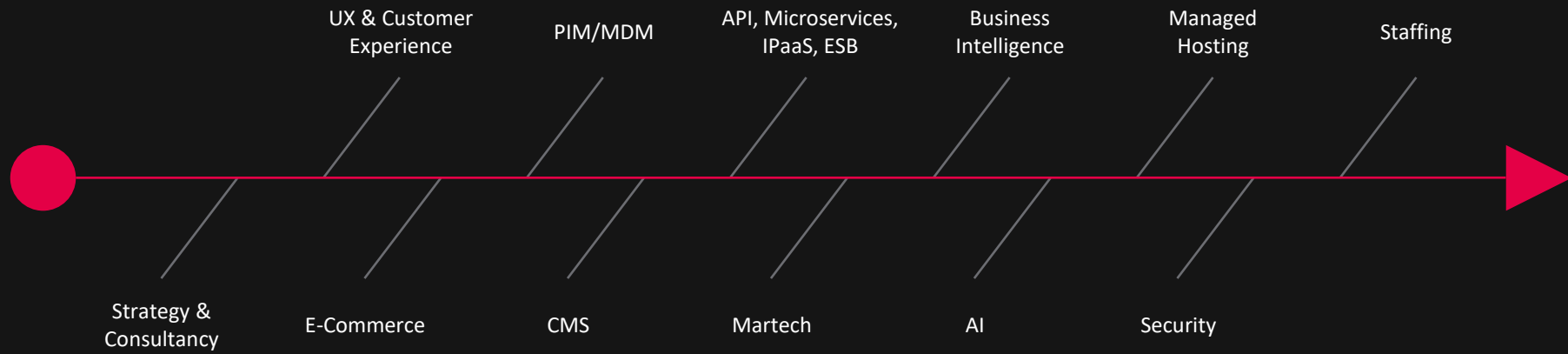
Groningen

















Rotterdam

London

Kiev

## for online success

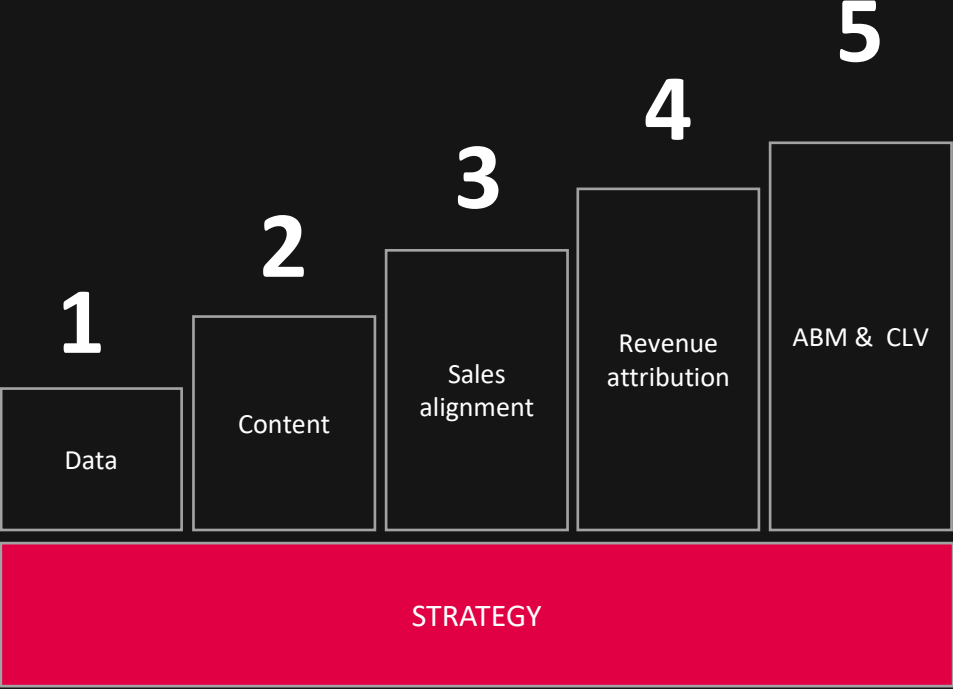




“Don’t fear moving forward, slowly fear standing still”

“One step at a time”



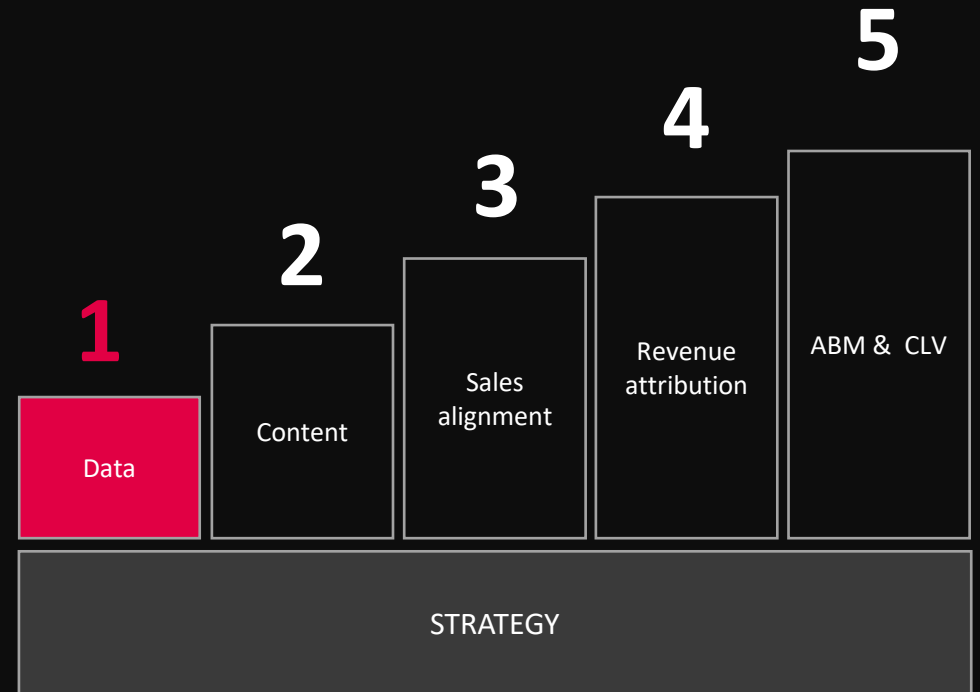


# 1

## Data

Have you got your data structure right?

- Know how you will segment your data
- Collect consistent data from all sources
- Make your data collection purposeful

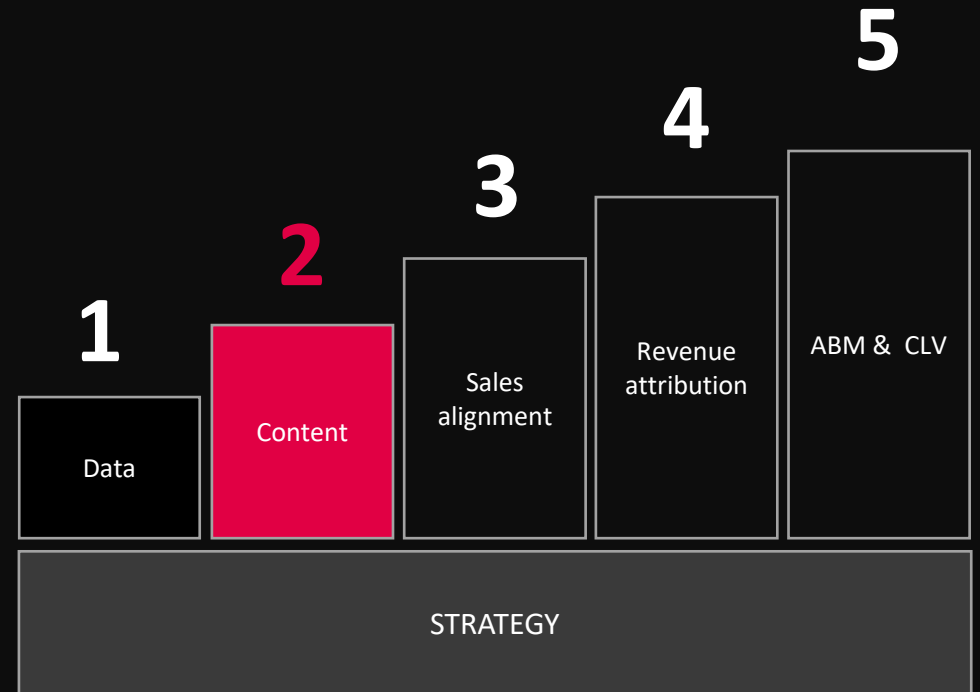


# 2

## Content

Do you have content now, and for the long term?

- Plan content for all stages of the funnel
- Align closely with your content production engine
- Think long term and think about measurement

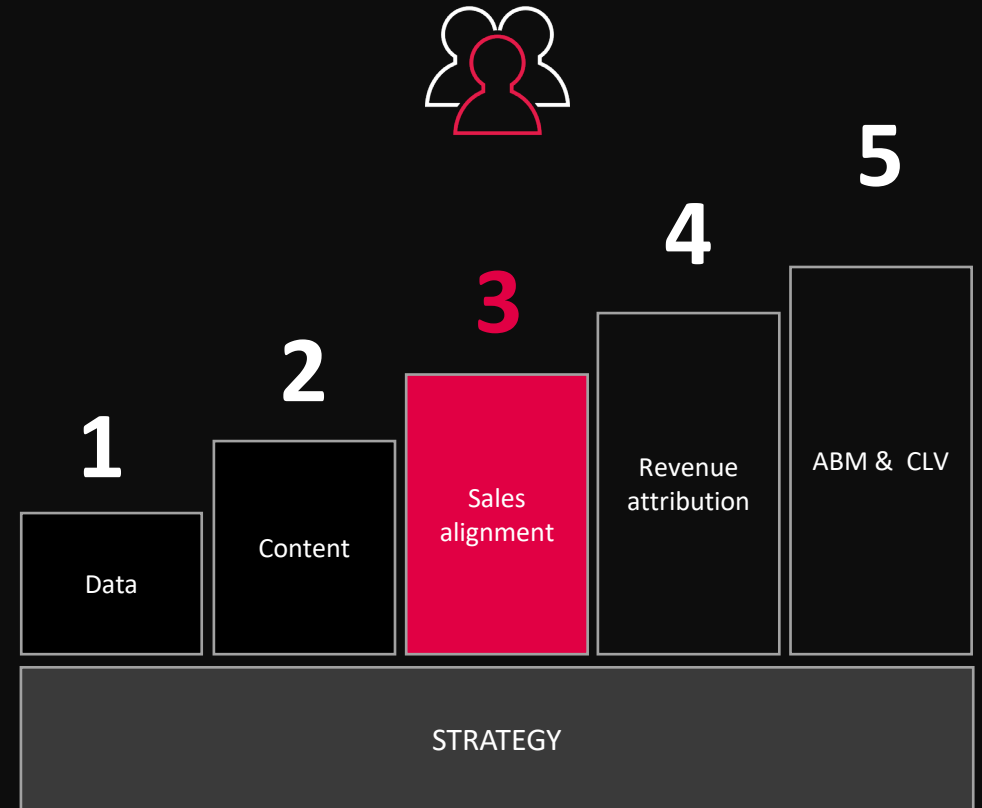


# 3

## Sales alignment

How aligned is your marketing team with sales?

- Understand your technology stack.  
What do you have? Why?
- Connect your marketing systems to your sales systems
- Open meaningful communication between sales and marketing teams
- Align sales and marketing goals

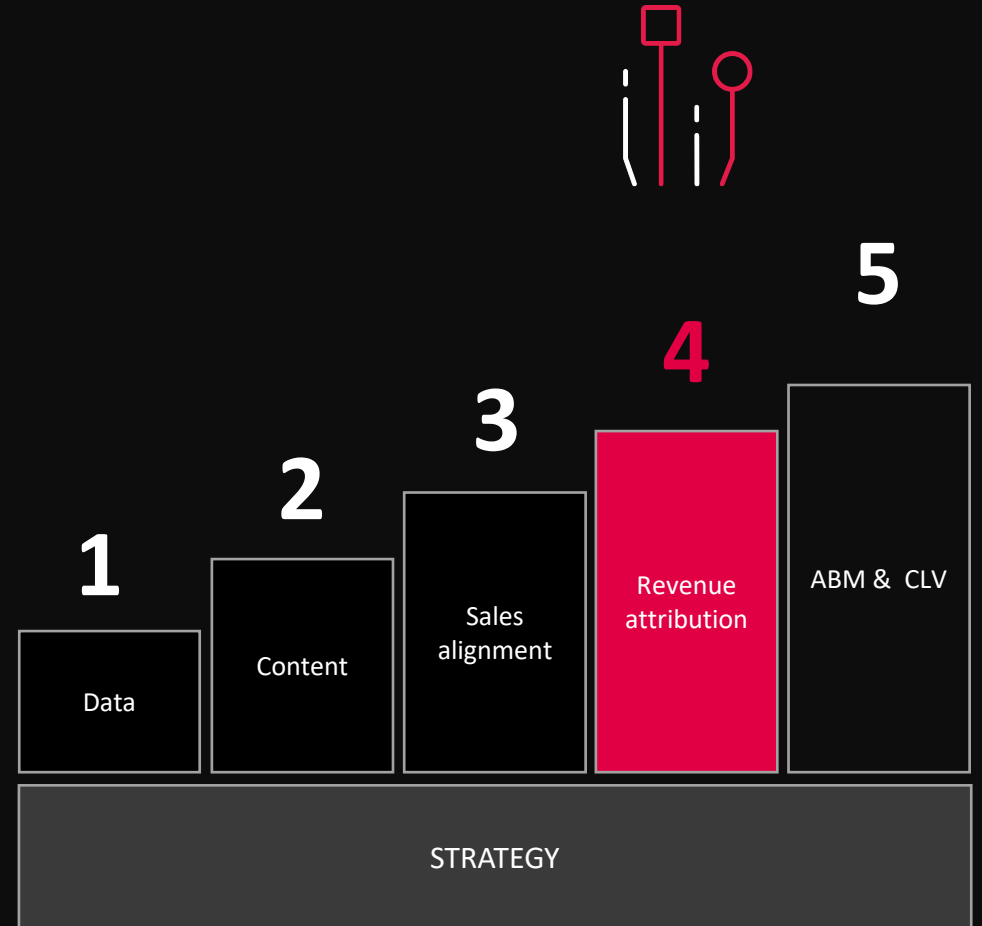


# 4

## Revenue attribution

Can you track revenue against marketing activity?

- Understand marketing successes and failures
- Set up tracking to prove revenue against marketing initiatives
- Utilise single customer view to understand each individual journey



# 5

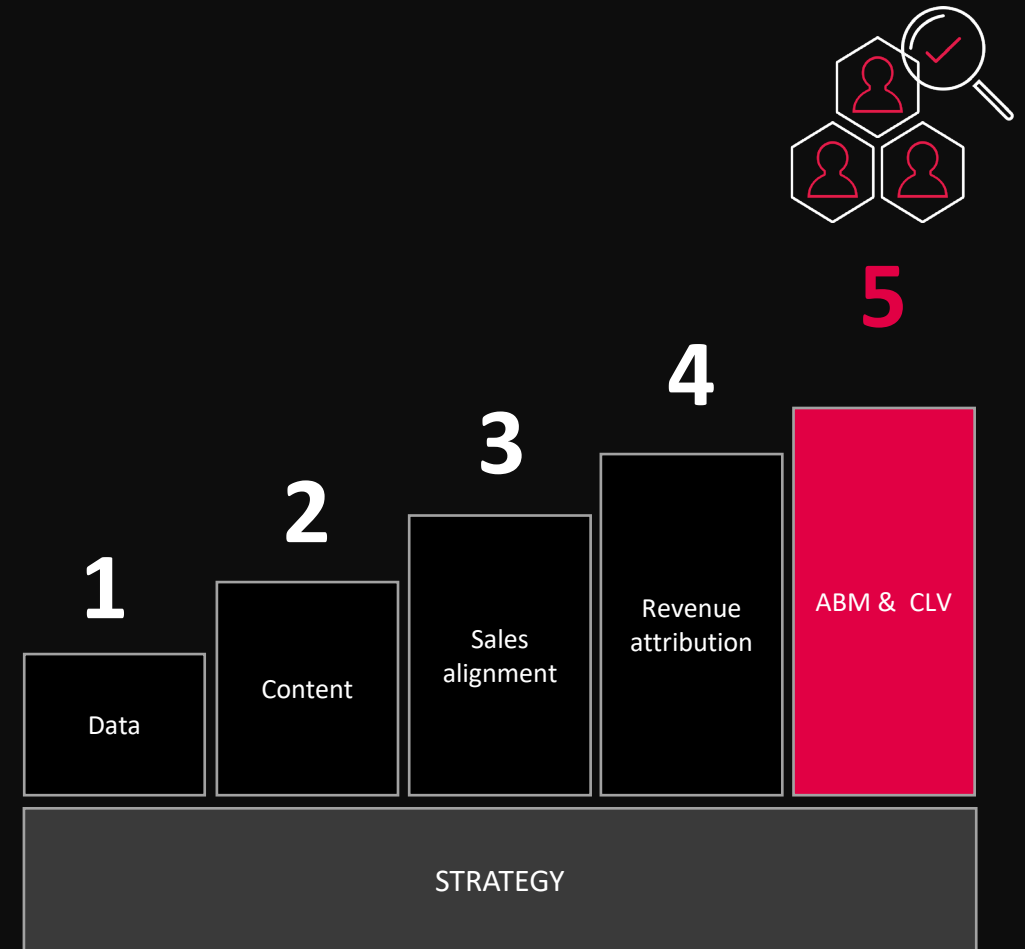
## Account based and Customer Lifetime Value Marketing

To successfully launch an ABM/CLV strategy you need to:

- Ability to show clear ROI
- Ability to understand budget and resources
- Ability to track and understand audience engagement
- Have clear goals and metrics
- Alignment of sales and marketing

With these you can:

- Predict trends and campaign success
- Maximise ROI



## Conclusion and wrap up

### Be Strategic

1. Data
2. Content
3. Sales Alignment
4. Revenue Attribution
5. ABM / LVM

