

# BREAKING DOWN SILOS FOR MARKETING SUCCESS



A SHORT GUIDE TO GET YOU SLAYING THROUGH SILOS TODAY

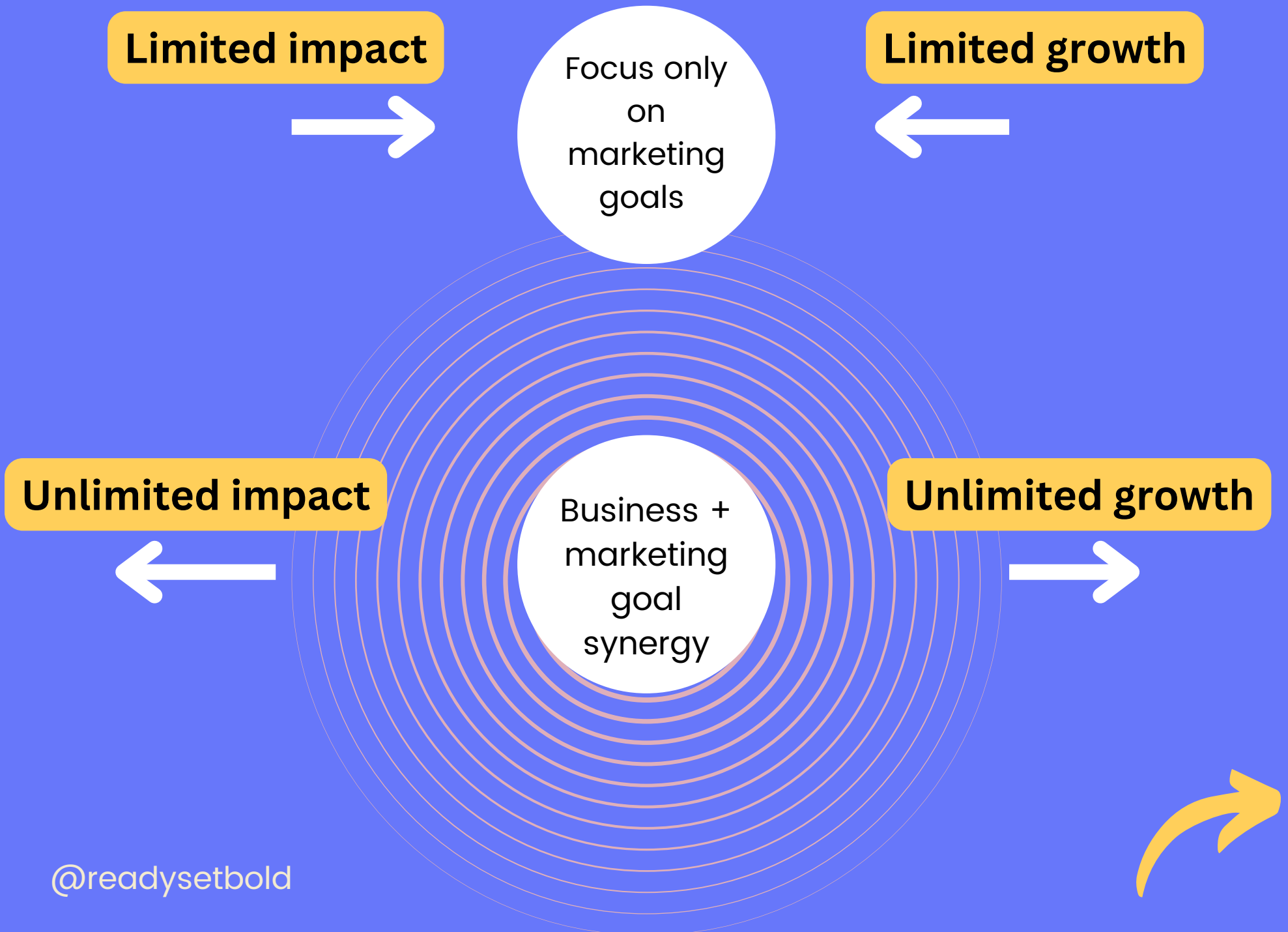
# There are two truths about collaboration:

If you want collaboration, seek to understand overall business goals.

If you want collaboration, ladder marketing KPI's up to business KPI's.



# Why?



32%

increase in revenue, year over year for teams with

**sales and marketing  
alignment.**

Source: HubSpot, Essential Guide to Sales and Marketing Alignment, 2017

@readysetbold



# LET'S DEFINE GOAL SYNERGY



Aligning on the customer problems you are seeking to solve

**Customer Demand**



Aligning on what makes a qualified customer

**Efficiency**



Align on right product mix, across sales and marketing efforts

**Profitability**



Develop non conflicting metrics that are not subjective

**Deliver Results**



# THERE IS MORE

I unpack this and much more, with use cases, for the students enrolled in my 2-week cohort program at Maven.

Once a upon a time, John F Kennedy was walking the corridors of NASA and saw a man walking ahead of him. He stopped him and asked, "Sir, what do you do here?"

He responded,

"I am helping put a man on the moon."

The man was the janitor.



Sneak Peek

into the methodology

used in the course

# THE THREE PILLAR FRAMEWORK





START

# Unified business plan



Marketing & Business Alignment

How to tie business objectives to marketing imperatives

Evaluate KPI and Metrics via an audit

How to tie in departmental KPI's to marketing metrics

Establish Communication Corridors

Establish a cross departmental team for key campaigns



# WAS THIS HELPFUL?

Sign up for my waitlist, for the 2 week cohort course that unpacks all of this and more!

