



**Gold Partner**



**SPECIALIZED**  
Marketo Engage



# Progressing the world of sales and marketing technology one client at a time.

Paired with consultants who are former business leads, our clients realize high quality results through an experience that matches their culture and needs. Whether implementing, integrating, or optimizing—we are your extra set of hands or heads. Supporting a variety of platforms, you can expect DR to meet you where you are on your marketing-sales journey and drive you to achieve your goals.

Experts in Eloqua, Marketo, HubSpot, Pardot and Salesforce Marketing Cloud.

## What Our Clients Say

“The DR team has provided my team and I with marketing automation peace of mind for the past few years. They have helped us establish new lines of customer management from design to implementation including setting up new system integrations and programs. They know the ins and outs of marketing automation.”

**Matt K. Eloqua client**

“The DR team took us from no marketing automation to a customized instance in a few weeks. They empowered our team, not only on the mechanics of using the platform, but also the best practices of marketing with automation. They are professional, relatable and clearly experts in their roles!”

**Sarah S. Hubspot client**

“Definitive Results has repeatedly exceeded my expectations (which, are high)! Regardless of what I’ve thrown their way—projects ranging in complexity from re-engineering our reporting framework to day-to-day campaign execution—it doesn’t matter. I am always SO happy with their output, professionalism, know-how and ability to ‘just get things done’ and often with very little instruction.”

**Jen D. Marketo client**

## Who We Work With



# Strategize. Implement. Optimize.



Client needs vary, which is why DR provides a personalized engagement for every client. We meet clients where they are and work to get them where they want to be.

No matter the task at hand, DR follows a methodology to define vision and objectives, analyze the current state and develop a strategy to reach goals, execute the plan, and finally, test and optimize.



## STRATEGY

- **Strategic discovery workshops** to unlock organizational KPIs.
- **Strategy development or optimization** for operational and system landscapes.
- **Marketing automation platform selection** for your current and future business needs.
- **Audit** current systems and data to identify areas for optimization.
- **Workshops** to develop and uncover end-to-end Demand Generation and Funnel Management needs including: Lead Scoring, Lead Lifecycle, Nurturing, Campaigns, Subscription Management, and Account-Based Marketing.



## IMPLEMENTATION

- **Implementation** of marketing automation platforms to create an optimal digital ecosystem.
- **Integration** of systems to unlock the power of each system when valuable data is transferred between them.
- **Program execution** according to best practices to maximize campaign effectiveness & system capabilities.



## OPTIMIZATION

- **Change management** to ensure organizational alignment.
- **Customized training** providing organizational knowledge of best practices & system features.
- **Troubleshooting** issues to keep marketing operations, systems and strategies running like a well-oiled machine.