



Strategize. Implement. Optimize.

Definitive Results is dedicated to 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
- Pardot
- HubSpot
- Salesforce.com

Blackboard®



“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 are always responsive to our needs and know the ins and outs of marketing automation.”

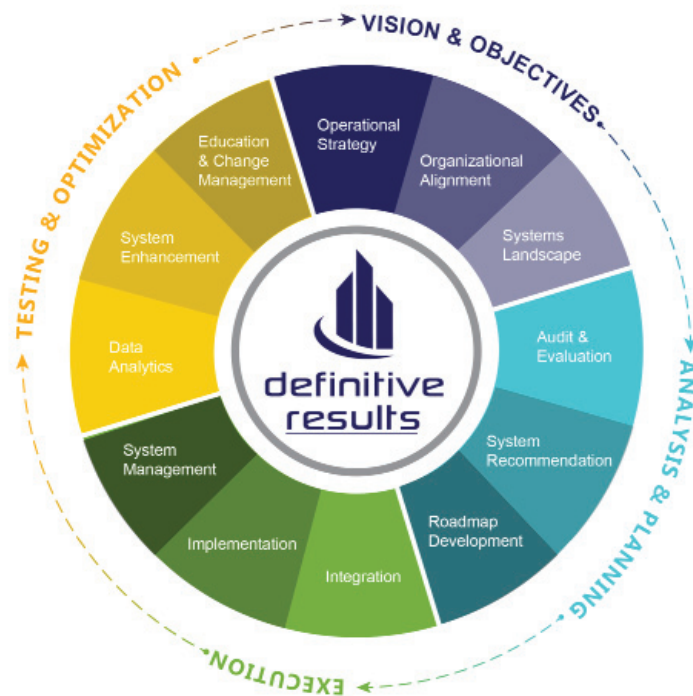
~ Matt K, Eloqua client

“For us, they were at the right place at the right time. They asked the right questions. Having a company – a vendor – like the Definitive Results team there for us, when we need them; it’s awesome to have someone like that. We are so thankful that we can rely on them.”

~ Marketo client

“We engaged DR when we were getting started with Eloqua and they proved to be a perfect choice! We especially appreciated how flexible they are, being willing to work with our needs rather than having just one style of consulting.”

~ Louis G., Eloqua client



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.



VISION & OBJECTIVES

Strategic discovery workshops to unlock organizational KPIs.

Strategy development or optimization for operational and system landscapes.



ANALYSIS & STRATEGY

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, Nurturing, Campaigns, Subscription Management, and Account-Based Marketing.



EXECUTION

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.

Progressing the world of SALES AND MARKETING TECHNOLOGY one client at a time.

www.definitive-results.com