Synaxis Macroscope™: marketing and sales pipeline dashboard and modeling

Macroscope provides an overview and benchmarking of all your marketing and sales tools and functions

CHALLENGE

The goal of every marketing or sales project should be to improve the performance of your marketing and sales operations. So, before you can properly start a project, you should establish goals to that you will be able to measure success. This means that you need to have a comprehensive understanding of your marketing and sales functions, metrics representing your current state, some idea of where improvements will be easiest or provide the highest ROI.
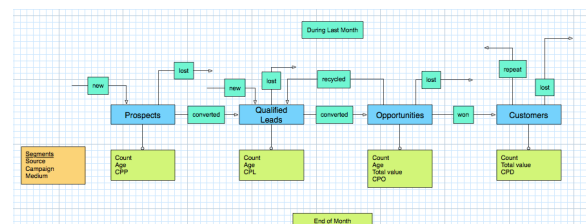
SOLUTION AND BENEFITS

Generation of revenue is the goal of marketing and sales. The Macroscope Marketing Intelligence Tool provides a systematic view of what activities and tools contribute to revenue and in what proportions. This allows you to establish benchmarks and track the progress of your strategic and tactical marketing and sales initiatives and projects. Beyond the ability to measure and track your marketing and sales metrics, Macroscope allows you to identify weaknesses in your pipeline. In addition, it offers business case analysis of potential projects by modeling "what if" scenarios.

APPROACH

Implementing Macroscope involves 3 steps:

– Modeling the pipeline(s) to identify the activities and tools that are operational
– Benchmarking each marketing and sales activity and tool against best practices
– Building scenarios to model changes and establish goals, budgets, and ROI targets

Within a few weeks, you will have access to a model of your marketing and sales operations. Once the implementation phase is complete, we move into the monthly reporting, analysis, and planning phase.

> If your marketing and sales metrics are not being measured quantitatively, you should put all your tactics until hold until this is resolved.
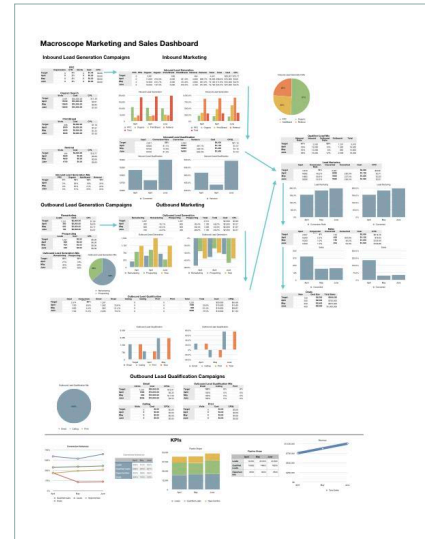
MODELING

Working with your marketing and sales team, we identify and model all of your marketing and sales pipelines. This includes documenting all states and conversion activities. Once this is in place, we can move on to start collecting metrics for your current state.

BENCHMARKING

Once the basic model has been established, we can implement a system to gather data. This usually takes place over 3 months, in order to give a good sample of data. During this time, we implement manual or automated data gathering systems. For organizations with the appropriate technology (usually this means the tool has an API), we can establish a data warehouse and maintain a separate database of KPI-related data from various systems.

SCENARIO BUILDING

Using the model and benchmarks, we work with you to identify weaknesses in your marketing and sales pipelines. For each weakness, we can develop a set of scenarios. Each scenarios allows us to calculated a planned increase in revenue and compare it to a planned expense. This shows the potential ROI of any marketing or sales project. Armed with these scenarios, you can make an informed and realistic decision about which marketing and sales projects to undertake.

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About Synaxis

Synaxis is a strategic marketing, branding, and technology firm that serves growing business-to-business, academic, and non-profit clients. Paul Welty, Ph.D, founded the company to rethink marketing, bridging the gap between traditional consultants and agencies by combining creative communication with business results. Members of Synaxis have extensive knowledge of marketing, branding, design, technology, and their relationship to sales, delivery, and operations. They also have years of experience managing and developing strategic solutions, from intranets and ecommerce sites to brochures and annual reports. Clients include Atache, Balfour Beatty, Emory University, Environmental Remediation and Construction, First Financial Asset Management, Georgia Institute of Technology, Georgia Tech Research Institute, Heery International, Hardin Construction, Hunter College (CUNY), ImageSoft, Lilly Endowment, Rolta International, and The North Highland Company.

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