

Demand Intelligence Engine™

The B2B Revenue Growth Operating System

A proprietary 5-phase methodology that synthesizes the top 10 B2B marketing frameworks into one unified demand intelligence engine.

1 INTELLIGENCE
Signal Capture & ICP Profiling

Map your ideal customer profile. Harvest intent signals and build data-driven account targeting lists.

KEY ACTIVITIES

- Define ICP with firmographic & psychographic filters
- Deploy buyer-intent monitoring tools
- Segment accounts by intent tier (hot/warm/cold)
- Map decision-maker org charts (ABM precision)
- Identify Jobs-to-be-Done per buyer persona

OUTCOMES

- ✓ Intent-scored account list
- ✓ ICP personas defined
- ✓ Buying signals activated

ABM · Intent Signal Data · Jobs-to-be-Done (JTBD)

2 NARRATIVE
StoryBrand Messaging Architecture

Craft the brand story that positions your buyer as hero and your solution as the guide they need.

KEY ACTIVITIES

- Run StoryBrand BrandScript workshop
- Define the villain (buyer's core problem)
- Build empathy + authority messaging pillars
- Produce content for each funnel stage
- Develop thought leadership content calendar

OUTCOMES

- ✓ Messaging playbook complete
- ✓ Content funnel mapped
- ✓ Authority assets published

StoryBrand Framework · Content Marketing Funnel

3 ACTIVATE
Multi-Channel Demand Generation

Launch precision campaigns that bring the right buyers into your pipeline at the right moment.

KEY ACTIVITIES

- Deploy account-based advertising (paid + social)
- Launch challenger insight-led outbound sequences
- Execute webinar & event-based demand programs
- Activate partner & referral co-marketing
- Map buyer journey touchpoints to content assets

OUTCOMES

- ✓ MQLs generated
- ✓ Pipeline created
- ✓ Buyer journey instrumented

Demand Generation · Challenger Sale · Buyer Journey Mapping

4 ACCELERATE
Revenue Operations Alignment

Unify sales, marketing, and customer success into a single revenue engine that compounds over time.

KEY ACTIVITIES

- Align CRM, MAP & CS platform data models
- Establish unified pipeline & revenue KPIs
- Build flywheel loops (delight → referral → demand)
- Implement lead scoring + SLA handoff protocols
- Run monthly RevOps sync cadence

OUTCOMES

- ✓ Revenue flywheel activated
- ✓ SLA handoffs defined
- ✓ Full-funnel visibility

Revenue Operations (RevOps) · Flywheel Model

5 AMPLIFY
Scale, Optimize & Expand

Double down on what works. Expand accounts. Reduce CAC. Convert customers into your best marketers.

KEY ACTIVITIES

- Analyze channel attribution & optimize spend
- Launch customer advocacy & case study program
- Execute account expansion & upsell campaigns
- A/B test messaging for continuous improvement
- Produce quarterly demand intelligence report

OUTCOMES

- ✓ Reduced CAC
- ✓ Expansion revenue captured
- ✓ Compounding demand loops

Demand Gen · ABM · Flywheel · RevOps