



Demand Generation Oversight

A Top7 CMO Service • **FRACTIONAL**

Pipeline strategy and channel prioritization tied directly to revenue results, not vanity metrics. You know what's actually working and can defend the marketing budget with data.

HOW IT WORKS

1. Audit current channels & performance
2. Prioritize highest-ROI channels
3. Build the pipeline targets & plan
4. Review & optimize monthly

VALUE TO YOU

- Marketing spend tied to pipeline results
 - Clarity on what's actually working
 - A predictable, growing pipeline
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Let's talk about your growth engine. info@top7llc.com | www.top7llc.com