The Leaky Funnel

Hugh Macfarlane, CEO and Founder
Math Marketing
5.4 points of out-growth
38 % higher close rate
36 % lower churn
Objectives

US$100m revenues
Growth 20%
Churn 10%
ASV $100k

What’s the target?
Strategy

All the really big, really cerebral stuff
A deal you need 40% discount on and can’t explain why
Digital marketing strategy

What you’re planning to sell
To whom (exactly)
Through whom
Tactics (process)

Untroubled and unaware

12 Positioned in category
10 Interest established
8 Gap acknowledged
4 Need agreed
3 Offer understood
2 Preference formed
1 Decision made
Untroubled and unaware
17% 12 Positioned in category
20% 10 Interest established
50% 8 Gap acknowledged
25% 4 Need agreed
33% 3 Offer understood
50% 2 Preference formed
1 Decision made
Ideology of the funnel

151 days
Ideology of the funnel

4 days
How effectively does Sales use Leads from Marketing?
Measure Marketing on how good those Leads are?

Diagram:
- MKTG
- LEADS
- MEETINGS
- PROPOSALS
- SALES
Measure Sales on close rates?
So:

• Forget about revenue
• How fast and how far?
• Do it together (plan, execute, measure)
• Forget ideology
• Code for BDM, source, campaign, stage dates