



Panel Discussion | **[Revenue Generation]** Relate Marketing & Sales to Customer Journey: How “Smarketing” Go Hand-in-Hand to Support Greater Sales, Profit and Cost-Effectiveness

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How do you see marketing and sales teaming up more effectively these days to really support the customer journey and actually drive revenue without wasting time or budget?



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Question 1

How does your organisation measure revenue impact across key marketing activities such as lead generation and conversion?



Q&A



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Question 2

How can organisations create stronger alignment between marketing and sales?



Q&A

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Question 3

Looking back, what’s one thing you’d prioritise from day one & one thing you wouldn’t do again?



Q&A

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