

The Marketing Advisory Network Unleash Possible[®]



The Marketing Advisory Network

is not an agency, we're a strategic partner with one focus – your success. We bring together strategic thinking with hands-on expertise to drive action and revenue growth. We help you better understand buyers, align sales & marketing around high impact objectives and build sales tools your team will actually use and buyers will value.

Our services include:



The Marketing Advisory Network Company Overview



Account-Based Marketing

ACCOUNT BASED MARKETING STRATEGY & PROGRAM EXECUTION

Account Based Marketing is the talk of the marketing world. The truth is, ABM can have tremendous impact on a business, but it is challenging to get right. Our ABM programs include all the elements to execute ABM well, from target account selection all the way through to program strategy to help you leverage ABM and present highly relevant, unique messages that engage your target accounts and drive revenue.

Demand Generation

DEMAND GENERATION/PIPELINE ACCELERATION PROGRAMS

There is nothing more important to marketing's relationship with sales than helping them find and close business. We offer a variety of content creation, nurturing strategies and planning services to help you unleash hidden revenue potential.

Go-to-Market Strategy

EDUCATIONAL WORKSHOPS & MENTORING

Sometimes you have plenty of talented staff and a clear direction, but a skills gap is stopping you from executing with precision. Our educational classes and mentoring services are customized for your unique needs. All are designed to get your team on the fast path to independent success.

MARKET RESEARCH & COMPETITIVE ANALYSIS

Are you considering expanding into a new market segment? Is a competitor impacting your deal win rate? Maybe your personas are out of date? The Marketing Advisory Network provides a range of research capabilities including primary interview based research, public information searches, surveys, win/loss calls and competitive messaging comparisons.

Marketing Operations

MARKETING TOOL SELECTION

With thousands of solutions from cloud based offerings to customized on-site deployments the search for the right sales and marketing tools can be a time consuming process. The Marketing Advisory Network can take the complexity out of your search by building a requirements document, narrowing down your choices and facilitating demos for all interested parties within your organization.

DATABASE DEVELOPMENT

Your email marketing programs are only as good as the audience you have acquired. We offer a wide range of database building services from building a target buyer profile to recommending qualified contact lists to coordinating third party contact validation and profile building.

KPI STRATEGY

Marketing teams are most effective when they are focused on business metrics that matter. We help you build a marketing scorecard that will drive results.

The Marketing Advisory Network Company Overview



Messaging

MESSAGE FOUNDATIONS

It doesn't matter what you sell, if your buyers don't understand the value proposition on their terms it will be difficult to gain traction. We build messaging and positioning frameworks that become the foundation for all your communications. This includes message testing services were applicable.

CONTENT STRATEGY & DEVELOPMENT

The first step in any content strategy is mapping the buyer's journey and conducting a content audit against buyer needs. We help organizations do just that, and then fill the gaps. But sometimes, you already know what you want to create, and you're only looking for expert content development and we're here for that too. We've got the experience to tackle complex writing needs, presentations, video scripts, and more.

Launch Support

PRODUCT LAUNCH MANAGEMENT

Bringing a new solution to market requires cross-functional alignment and careful task management. It's a slow, challenging task no matter how well-intentioned your team. Sometimes an outside hand is needed to make all the pieces fit together in a timely manner. We've helped dozens of new products go from idea to launch using our proven AIM-READY-SELL approach, eliminating much of the stress common with new product introductions.

FILL GAPS IN MARKETING LEADERSHIP

Pre-revenue offerings often struggle to fund expensive, experienced marketing talent. But let's face it, introducing a new product to market, securing additional funding, and finding those first customers isn't easy. The Marketing Advisory Network provides strategic guidance and hands-on execution capabilities that ensure your product/solution gets the attention it deserves without the long-term commitment to costly staffing.

Sales Enablement

SALES ENABLEMENT THAT WORKS

Every sales tool we build starts with the buyer, and takes into account your sales team's skills, past successes and work processes. We can help you build – pain maps, presentations, talk tracks, datasheets, case studies, and more.

CHAMPION KITS

Your buyers are good at their job, but not always great at building a business case for your solution. Our champion kits give buyers everything they need to help the organization make an informed decision and justify an investment in your offering.

The Marketing Advisory Network Company Overview



Meet the team:



SAMANTHA STONE

After many years leading new product launches, uncovering hidden revenue potential and sparking new ideas, Samantha founded the Marketing Advisory Network in 2012 to unleash the possible within enterprises.

She is a fast growth revenue catalyst, persona coach, and mother of four who builds a bridge between buyer insights and sales enablement. Throughout her career she has launched go-to-market initiatives and led marketing strategies for award-winning, high-growth companies including Netezza, SAP, Ascential Software and Powersoft.

Her book “Unleash Possible: A Marketing Playbook that Drives Sales” has received 5 star reviews and is being used to drive revenue growth for thousands of readers.



MARIBETH ROSS

Maribeth is a veteran B2B marketer fascinated with cracking the code of what makes customers engage, buy from, and champion a brand.

After 15 years of award-winning experience driving marketing strategy and execution for high-growth companies such as Ford Credit, Iron Mountain, NetProspex and Monetate, Maribeth joined Marketing Advisory Network, bringing with her a passion for integrated marketing and a unique process-orientation.

In 2018 she was named among the 50 Women You Need to Know in MarTechBy martechexec.com.

She is a frequent speaker on marketing best practices and is a self-professed connoisseur of brick oven pizza. She lives in Massachusetts with her hockey coaching husband, collegiate baseball playing son, and 3 crazy dogs.

The Marketing Advisory Network Company Overview



READY TO ACCELERATE YOUR SUCCESS?

Download free tools by visiting <http://marketingadvisorynetwork.com/resources/> or call 781-354-1755 to schedule a consultation.

“ Samantha is a shot of adrenaline to any organization across the board. Her expertise allows her to work well with executive teams and inspire everyone within an organization to succeed. Samantha can deliver and drive teams to new levels by adding creativity, motivation and hard work at every level. ”

Nick Fasano – VP Sales

“ If you want to get something done, give it to Samantha! She has such a diverse set of marketing skills, capabilities, and expertise and she's fun to work with. I have relied on her at two companies now and will likely hire her again in the future. She brings great insight to the table and focuses on driving results. As a senior level executive, she acts not only as a marketing asset, but as a true business partner. I highly, highly recommend her — she's one of the best marketers I've ever had the opportunity to work with! ”

Claudine Bianchi – CMO

“ Maribeth is one of the most effective marketing executives I have ever met. She has tremendous ability to understand the market needs and is very good at identifying the trends. Her analytical & data driven approach makes it very easy to understand the market opportunities and work towards capturing them. She has lots of positive energy, very inspiring presence and always willing to mentor and coach people around her. ”

Apparao B Karri – Entrepreneur, Product Leader

“ For years I thought we had a good understanding of our buyers. And in many ways we did. We knew their titles, we knew their industry and we knew what features of our product they used. Until we did a comprehensive persona project, I had no idea what we were missing. It was like putting on glasses for the first time. After the research we understood buyer motivations like never before and it had a significant positive impact on our growth. ”

Jeff Gore – Chief Revenue Officer

“ Maribeth is a brilliant marketer, with a thorough understanding of the MarTech landscape. She has a rare ability to turn market feedback and pull into concepts and go-to-market strategy, with a clear action plan to drive both top of funnel pipeline and bottom of funnel revenue. ”

Mark Servati – Vice President, Sales