

Dasha Randlett Consulting

Marketing Value: From Creative to Revenue

A practical playbook showing how marketing moves from storytelling to pipeline. For teams ready to align creative, demand gen, and revenue impact.



Marketing Isn't Just Ads. It's Strategy.

Too often, marketing is boxed in as “design and emails.”

In reality, it spans brand, demand, sales alignment, and customer experience.

This playbook unpacks how each piece contributes to pipeline and revenue.



Creative Tells the Story People Remember

Brand identity. Campaign messaging. Visual assets.

These aren't just decoration - they create emotional connection, build trust, and signal quality.

Creative sets the tone for the buyer's journey before a form is ever filled.



Lead Generation Starts the Conversation

Marketing creates the pathways that bring prospects in - from SEO to paid ads to gated content.

At this stage, it's about building awareness and capturing interest.

The goal? Get the right people to raise their hands.



Demand Gen Warms the Room Before Sales Walks In

Through nurture emails, retargeting, webinars, and product education, demand gen turns hand-raisers into ready-to-buy leads.

It aligns tightly with sales and focuses on removing friction, answering objections, and reinforcing urgency.



Marketing Doesn't Just Hand Off - It Follows Through

Revenue enablement includes sales collateral, competitive insights, product one-pagers, and customer use cases.

These assets help reps close deals faster and more confidently.
Marketing stays engaged to iterate based on what's working.



Every Stage of the Funnel Has Marketing's Fingerprint

From brand awareness to customer retention, marketing plays a role at every touchpoint.

The most effective teams build shared visibility, align on KPIs, and tie activities to outcomes that drive business growth—not just traffic.



Marketing Is a Growth Lever, Not a Cost Center

When creative, lead gen, demand gen, and revenue enablement work together, marketing becomes a multiplier.

This playbook is a call to align strategy, storytelling, and systems to turn interest into impact.

