

Dasha Randlett Consulting

Lifecycle Marketing That Drives Real Growth

Align your strategy across the full customer journey.

From onboarding to outreach, build systems that work together.



Start With Your Best Insight: Customers

Your current customers reveal what's working. Sharpen retention, map engagement, and expand what's effective.

- Map the full lifecycle: onboarding, value, renewal
- Use QBRs and feedback to guide messaging
- Track time to value, churn, and expansion



Clarify Who Matters, and Why

Engagement isn't just about leads. Map internal advocates, blockers, and influencers across roles.

- Align messaging by stakeholder type
- Understand decision journeys
- Build internal champions, not just buyers



Build Nurture Systems That Guide

Go beyond one-size-fits-all drips.
Design content flows that adapt
to behavior and intent.

- Architect multi-step campaigns
- Sync email, site, and product touchpoints
- Track activation, engagement, and cost per contact



Expand With Messaging That Lands

Once your system works, scale outward with focus. Tell a sharper story. Reach the right audience.

- Clarify positioning and value
- Align outbound and brand narrative
- Measure visibility, web-to-lead flow, and brand recall



Connect Strategy to Execution

Lifecycle marketing only works when systems and teams align. I bring clarity to cross-functional execution - without adding complexity.

- Define roles across marketing, product, and CX
- Create clear handoffs, not silos
- Align campaigns with operational capacity



Build With What You Know

Most teams are sitting on insights they're not using. I help you translate internal knowledge into action.

- Use internal data to prioritize lifecycle stages
- Turn QBRs into campaign themes
- Ground your content in lived customer experience



Start Small. Scale Smart.

You don't need a giant system on Day 1. Start with the pieces that matter most—and expand from there.

- Prioritize by business impact
- Test before automating
- Build lightweight systems that scale with you

