

DMP Service Offerings

Full-Funnel Go-to-Market services for B2B Clients

Direct Marketing Partners (DMP) is a US-based sales pipeline-as-a-service agency. B2B helps clients address and fix their lead-to-sales pipeline problems to enable revenue goal attainment.

Problem: Studies show that companies fail or flatline when the sales team does not have a steady pipeline of high-quality leads to focus on. Unfortunately, most companies struggle with undiagnosed Go-to-Market prospecting issues that hurt sales efforts. If these top/mid-funnel problems are not corrected, even the best Sales team's closing rates will suffer.

Solution: DMP identifies gaps in the GTM funnel-building process. DMP solves this dilemma with its full-funnel lead-to-sales pipeline building services. We implement the GTM corrections as a service and measure improvements in conversion rates.

Integrated Services Bundles

Data services & prospect list builds

- ABM, vertical segments, ICP buying team contacts list builds
- AI, intent data

Digital marketing services

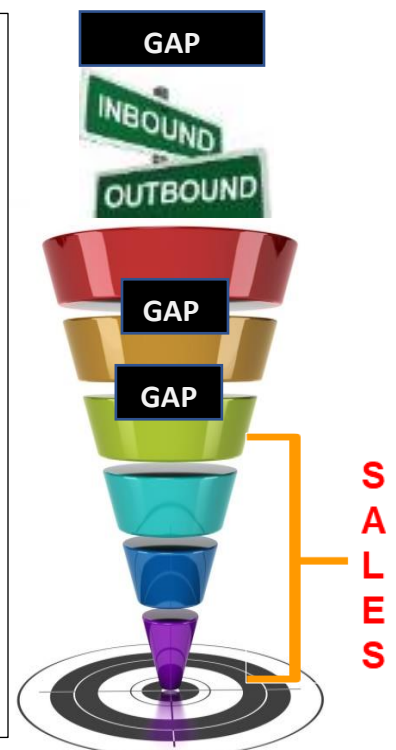
- Fully integrated lead gen, email marketing, content, LinkedIn
- Webinars, ads, social, HubSpot certified

B2B Prospecting services & SDR teams

- Outbound SDR prospect outreach
- Engage, nurture, qualify & set appointments
- Inbound response center

KPI metrics & full-funnel reporting

- End-to-end pipeline conversion metrics
- Data driven campaign analytics and ROI
- Fact based summary of "what's-working"



How can DMP help B2B companies?

- Review and refine Ideal Customer Profiles (ICP) and personas
- Assess current prospect data and lists for quality issues and data gaps
- Assess current go-to-market lead gen, nurture, and qualification processes
- Assess alignment and level of integration between sales and marketing
- Identify gaps, disconnects, weaknesses, and quantify their effect on the sales pipeline
- Submittal of a comprehensive plan, timeline, and budget to resolve the problems
- Execute the fully integrated lead gen, nurture, and appointment-setting campaigns
 - Measure and report end-to-end sales pipeline impact and sales ROI
 - Analyze metrics and report what works
 - Iterate and improve the process

How do B2B companies and DMP work together?

1. Prospect + DMP hold a preliminary exploratory call
2. DMP creates an integrated solution plan, lead pipeline projection models, and budget
3. Weekly client campaign calls to present conversion metrics and advisory



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