



LeadSPACE for the Director of Strategic Marketing: A Simple Guide





You're a director of strategic marketing, which means you need to consistently build strategies that help your company grow revenue. However, in many cases, that's easier said than done.

It takes a well-planned strategy using quality data and analytics to build B2B campaigns that convert. This can be difficult to achieve over and over, but we're here to help. Why not explore Leadspace as your marketing data management and strategic insights platform?

Here's a quick guide on how you can use the Leadspace CDP in your role as a director of strategic marketing.

Enhance Data Management and Analytics

Before you can build a strategy for any marketing campaign, you need solid information and analytics to drive your decisions. With Leadspace, you're able to enhance your data management using the system's automated capabilities.

It works by collecting lead and customer data from 1st-, and 3rd-party sources, with embedded data from 30+ sources already baked in. Then to take it further, it'll flag duplicate records and update them with accurate information. Leadspace's customer data platform is AI-powered, allowing you to use predictive scoring to prioritize the best accounts (and develop Ideal Customer Profiles and Total Addressable Market models).

Because of this, you'll also be able to....

Improve Lead Generation

Knowing who your best accounts are will make it easier to find more prospects like them. This will enable you to narrow your lead generation efforts and improve the results you get. With your Ideal Customer Profile created, you'll be able to pinpoint the best prospects to spend time and money chasing.

So there will be no more wasted hours on leads that are unlikely to convert.

On that note, this will lead to an...

Increase in Sales and Revenue

With highly-targeted segments, your campaigns will become more effective. In the process, you'll see more conversions, which means more sales and revenue. LeadSPACE integrates with your marketing automation platform to make it easier than ever to achieve this.

Now, we can't ignore that there are multiple departments involved in this process. This is why the next step is critical.

Align Marketing and Sales

A well-thought-out marketing strategy is pointless without taking into account the collaboration required with your salespeople. Marketing drives the leads, but it's up to the salespeople to close the deal. That is a lot easier to manage when you have a database that syncs with both departments.

LeadSPACE syncs with all of your internal marketing and sales platforms so both sides can see what's happening. Transparency allows sales teams to convert more leads by offering the best resources, upsells, and cross-sells based on behavioral data.

Making information collected from marketing available to sales is the key to driving sales and revenue. It goes both ways – there's a lot your marketing teams can learn from sales to improve content used to drive leads and re-engage accounts.

In turn, turnover rates will decrease, leads will increase, and your business will grow.



Take Your Marketing Strategies to the Next Level

With Leadspace in your arsenal, you'll have the ability to maintain a clean (and ever-growing) database, develop highly-targeted ICPs, automate inbound marketing, align sales and marketing, and monitor how well your campaigns are doing.

Having a single system that does it all streamlines your role as a director of strategic marketing and produces a win-win situation for you and for your organization.

Are you ready to check it out for yourself? Then request your free demo and [download 6 Ways to Optimize your Sales and Marketing with Intent Scoring now!](#)

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