

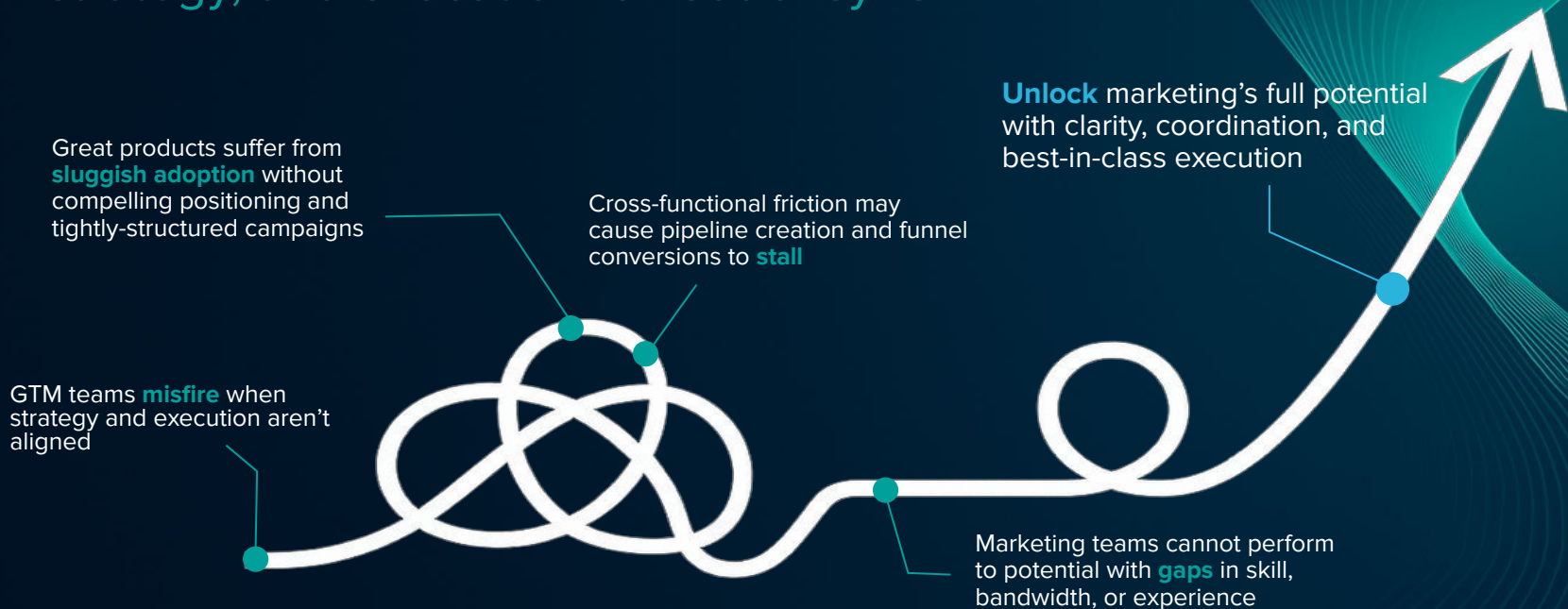


**Justin Panzer Consulting, LLC**

Marketing Consulting & Strategic Advisory

# Is Marketing Operating Below Its Potential?

Even high-performing teams hit plateaus when structures, strategy, and execution fall out of sync





# Fractional Marketing Leadership for Scalable Growth

Engagements designed to build, optimize,  
and accelerate marketing strategies

# From Friction To Focus

## Solving What's Stuck and Scaling What Works

Indicators of Friction

Siloed or inconsistent  
go-to-market execution



Align brand positioning, product roadmap, and  
demand gen to accelerate adoption

Weak or sluggish pipeline growth  
or funnel conversion



Generate qualified demand and improve  
conversion velocity to meet revenue targets faster

Martech complexity or underutilization



Optimize your tech stack to improve performance,  
reduce cost, and unlock scalable automation

Gaps in team skill sets, capacity,  
or performance



Scale strategically by upskilling with fractional and  
flexible marketing leadership to improve execution

Unclear attribution or reporting



Measure what matters to maximize marketing  
ROI and improve investment decisions

Optimized Marketing



# Practice Areas



## Executive Leadership, Mentorship, & Advisory

- Marketing strategy
- Team building, organizational development, resource planning
- Board and executive communications
- Risk assessment and mitigation planning



## Growth & Go To Market Strategies

- Go-To-Market (GTM) execution for product led growth companies
- Demand Generation
- Account based & installed base marketing
- Partner, industry, and channel marketing



## Market Positioning

- Value proposition and messaging platform development
- Sales enablement
- Brand awareness
- New marketing entry or TAM expansion



## Marketing Operations

- Martech implementation, optimization, and training
- Reporting and KPI development
- Data visualization
- Budget and financial management to assess marketing ROI



# Who I Work With



- Product-led growth companies
- B2B and B2B2C
- Software-as-a-Service (SaaS)
- Subscription and recurring revenue models
- Marketplace and platform-based businesses

- Founder-led
- Private equity-backed
- Startup and scale-up stage
- Pre-, and Post-funding, scaling, or exit ready

- Enterprise software
- Telecommunications
- Electronics
- Internet-of-Things (IoT)
- Hospitality
- Healthcare and wellness





# Engagement Framework

How we work together



# A Four-Part Methodology

## Phases of Engagement





# Program Deliverables

## Output and Actions by Phase\*

01

### CURRENT STATE MAP



A comprehensive audit and baseline setting of your marketing ecosystem including: team structure, positioning, messaging platforms, metrics, and tech stack.

02

### FUTURE STATE VISION



Based on a shared understanding of the current state of marketing in relation to the company's objectives, we will align on marketing roles, functions, measurement, and success criteria.

03

### STRATEGIC ROADMAP



Co-develop a prioritized go-forward plan to achieve the desired future state. An actionable strategic plan is completed per marketing function (brand awareness, go-to-market, demand generation, martech, and enablement).

04

### RESOURCE ALIGNMENT



Operationalize key workstreams by configuring tools, coaching team members, documenting processes, and developing gap plans to address current limitations or deficiencies.

05

### TACTICAL EXECUTION



Campaign and content briefs are socialized across the organization. Deployment of campaigns, content, and assets to relevant audiences and internal teams. Dashboards are fully configured and live.

06

### OPTIMIZATION FOR SCALE



Performance monitoring via dashboards under a repeatable reporting cadence with actionable recommendations provided on each KPI.  
  
Plan for client handoff or continued advisory.



\*Deliverables may vary by engagement

# Integrated Measurement Across Revenue Functions

KPIs, Dashboards, and Reporting Cadence Provided  
With Every Engagement\*



## STRATEGIC BUSINESS METRICS

Metrics align to board-level KPIs and with financial performance goals of the organization. May include marketing-sourced bookings, customer acquisition cost (CAC), LTV:CAC, budget variance, and others that reflect fiscal discipline.

## FUNNEL & CONVERSION ANALYTICS

Provide a clear and actionable understanding of pipeline and its sources as well as which segments, messaging, and channels are most likely to fuel growth. Metrics may include conversion rates (overall and by stage), pipeline velocity, source attribution, and leading indicators of performance such as lead volume.

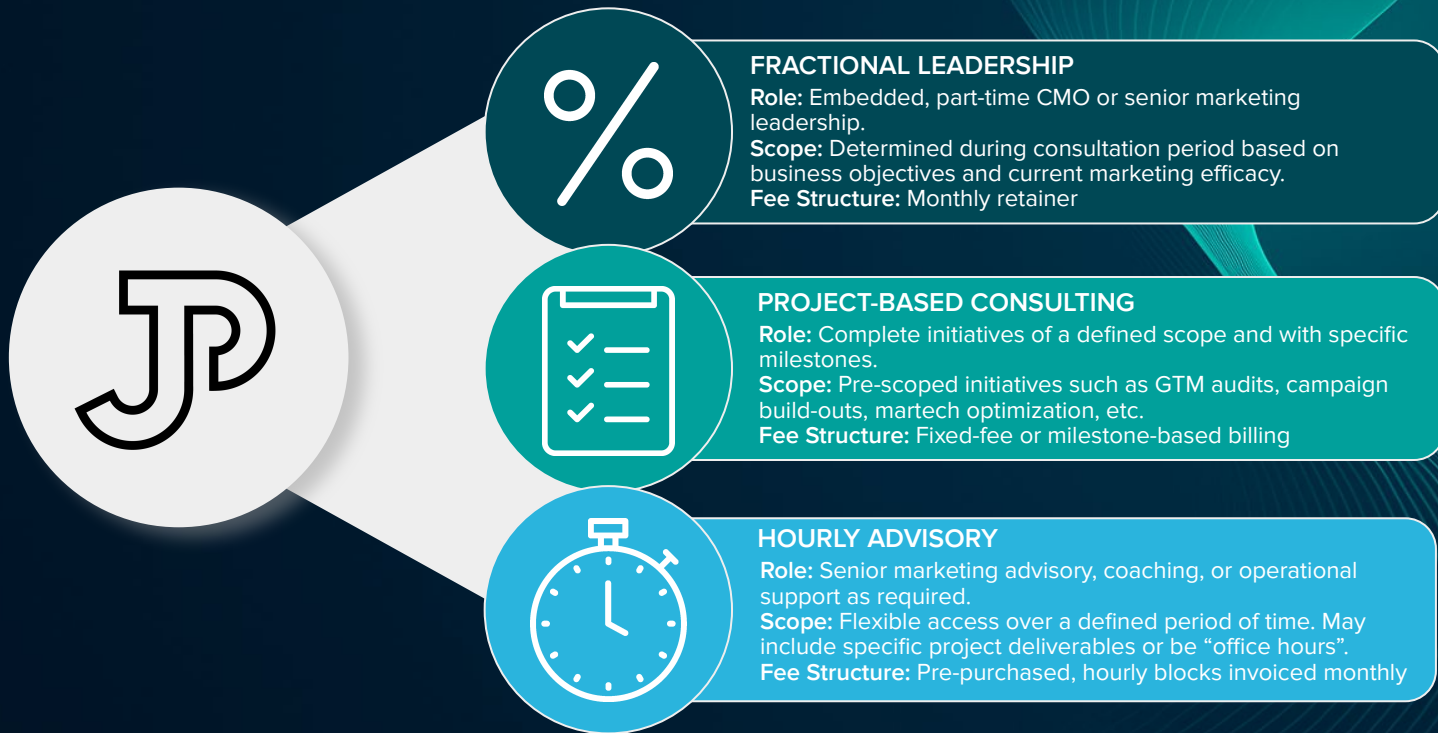
## CAMPAIGN PERFORMANCE & ROI

Evaluation of campaign effectiveness across ABM, brand, lead generation, retention, and other single or multi-channel marketing programs. Cost-per-lead, engagement metrics, and return on paid marketing spend (ROAS, event ROI, etc.) may be included in this dashboard.



# Engagement Options

## Flexible Partnership Models To Fit Your Needs



# Impact Snapshot

## Realized Results\*

### ENTERPRISE ABM CAMPAIGN

41%

Increase in YoY Average Annual Contract Value (AACV) of marketing-sourced opps

### VALUE PROP DEVELOPMENT

1.5x

Growth in online conversions resulting in qualified leads

### PRODUCT GO-TO-MARKET

50%

Improvement in average time-to-revenue of new product launches

\*Results will vary by engagement. See full case studies upon request and reference Justin Panzer Consulting playbooks for additional insight on actions and deliverables that generated these results.



# Let's Talk About What's Possible

Schedule a no-fee consultation to explore where your marketing can work harder and smarter

- Discuss areas of friction or opportunity
- Learn how a fractional or focused engagement could unlock value
- Receive a copy of relevant playbook(s)\* with additional details on engagement frameworks in specific areas of the marketing function

**CLICK TO SCHEDULE**

\*Available playbooks:

- Go-To-Market
- Account Based Marketing
- Demand Generation & Pipeline Conversion
- Marketing Performance and Measurement
- Marketing Team and Organizational Design
- Martech and Marketing Operations
- Messaging, Positioning, and Branding



“

Justin is a visionary. He's got a great creative mind and a fantastic talent towards marketing. He identifies where systems and structure are lacking and builds what is needed to make everything smoother the next time through.

-- Matthew K., product marketing client

**THANK YOU**

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