

BUILDING A REVENUE ENGINE

Enterprise SaaS Demand Generation

SALES MOTION	DEAL VALUE	SALES CYCLE	PRIMARY PLATFORM
Demo-driven	\$100K+	12-18 months	HubSpot

The challenge

Global B2B SaaS Company had selected HubSpot as its new CRM platform. Sales Hub implementation was already underway, but Marketing Hub had not yet been built. The company generated prospects through referrals, review sites, events, webinars, email, outbound business development, paid media, and landing pages, yet it lacked one connected process for qualifying, nurturing, routing, and measuring those leads.

The risk was straightforward: in a complex enterprise buying journey, leads could sit without clear ownership or receive follow-up that did not match their intent. With six-figure software investments and a 12-to-18-month sales cycle, those gaps could delay or lose meaningful revenue.

My mandate

As Global Director of Marketing & Demand Generation, I owned the marketing side of the acquisition funnel through the point where Sales accepted a prospect for a call and product demonstration. I personally designed the funnel architecture and implemented HubSpot Marketing Hub, then revisited Sales Hub so both systems reflected one shared lifecycle.

The goal: reach the right people, at the right time, with the right message, and prevent qualified leads from waiting for something to happen.

What I built

LIFECYCLE ARCHITECTURE

Mapped the company's real marketing and sales process, created the full funnel from scratch, and reassigned lifecycle stages across Marketing Hub and Sales Hub.

PERSONA-BASED NURTURE

Built distinct content paths for EHS and ESG decision makers using educational content, product information, case studies, webinars, events, demo calls to action, and supporting social video.

GOVERNANCE AND SUPPRESSION

Added negative scoring and exit rules for long-term timing, inactivity, invalid data, bounces, unsubscribes, sales acceptance, and completed cadences.

LEAD SCORING AND ROUTING

Combined source, engagement, and fit signals. High-intent referrals moved directly to Business Development or Sales; lower-intent prospects entered nurture.

HUMAN PLUS AUTOMATED FOLLOW-UP

Used HubSpot alerts to notify Business Development when scores crossed thresholds. Reps qualified the prospect, advanced demo-ready leads, or returned them to nurture.

REPORTING AND OPTIMIZATION

Created visibility into lead sources, conversions, qualification, and campaign performance, then adjusted messaging, frequency, and priority based on opens, clicks, and downstream movement.

HOW THE REVENUE ENGINE WORKED

A connected operating model aligned marketing automation, Business Development, and Sales around one transparent customer journey.

1	2	3	4	5	6
CAPTURE	SCORE	NURTURE	BD REVIEW	SALES DEMO	PROPRIETARY CRM
Email, referrals, Capterra, G2, events, webinars, landing pages and outbound	Source, email engagement, title, revenue range, industry, buying role, lifecycle stage and LinkedIn profile	Persona-specific campaigns with controlled frequency and priority	HubSpot alert triggers a human call to confirm interest and timing	Sales determines whether the prospect is ready for a demo	Once a demo is agreed, the opportunity moves outside HubSpot for the remaining sales process

The logic behind the system

HIGH INTENT	DEVELOPING INTENT	NOT READY YET
Referrals from experienced users often arrived already convinced of the product value, so they went directly to Sales.	Digital and marketing-generated leads received lower starting scores and continued through nurture until behavior supported outreach.	Prospects unlikely to engage within 12 months or with invalid information received negative scoring to protect Sales capacity and reporting quality.

Business impact

50% INCREASE IN PRODUCT DEMONSTRATIONS Funnel transparency and structured follow-up moved qualified prospects forward.	114% INCREASE IN MARKETING-QUALIFIED LEADS The broader demand generation program expanded qualified opportunity creation.	81% REDUCTION IN PAID SEARCH CPC Ongoing campaign segmentation and optimization improved acquisition efficiency.
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Why it worked

The improvement did not come from one campaign or one workflow. It came from making the funnel visible and giving every lead a defined next step. Marketing automation handled consistent education and follow-up, Business Development added human qualification at the right moment, and Sales received prospects with clearer context and stronger intent.

The result was a repeatable enterprise demand generation system that reduced lead leakage, improved handoffs, and gave leadership a clearer view of how marketing activity translated into sales conversations.