

## CREATING A HIGHLY EFFECTIVE REVENUE-GENERATING MARKETING CULTURE

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**Abstract.** *The article focuses on the process of the marketing culture metamorphosis occurring inside firms, putting an increased ground on revenue-generating capabilities. An analysis of firm activities in this domain aimed to discover how organizational structures, technological adoption, and human resource development play a role in successful revenue-centered marketing implementation. The findings describe the mechanisms that would allow the marketing department to be transformed from a cost center to a revenue-generating unit. It proves that effective revenue-oriented marketing culture develops as a concomitant influx and not mere technological infusion with modern instruments. The paper delivers both the academic underpinnings of the modern marketing change and the hands-on way of enforcing a marketing culture with revenue focus.*

**Keywords:** *marketing culture, creating a highly effective marketing culture, revenue, marketing.*

The rapid evolution of competitive business landscapes has reshaped traditional understandings of marketing performance. While classical marketing strategies have proven indispensable in establishing brand presence and market positioning, they often lack direct ties to revenue generation. This misalignment between marketing efforts and tangible financial outcomes poses a critical challenge for organizations intent on sustaining long-term viability [1,2].

Addressing this gap, the present study explores the fundamental shifts required to transform marketing cultures into robust revenue engines. Rather than limiting the focus to incremental, tactical improvements, the investigation delves into the broader organizational frameworks—encompassing leadership, structure, and cross-functional collaboration—that enable marketing teams to assume direct responsibility for revenue metrics [2,3]. In so doing, the research transcends siloed discussions of technology or process enhancements, positioning revenue marketing as an integrated approach that spans multiple corporate functions.

Drawing on empirical data from prominent technology enterprises, this inquiry illustrates how systematic change initiatives produce quantifiable outcomes in revenue marketing. From cultivating a shared organizational vision to embedding analytics-driven practices across departments, these companies offer diverse perspectives on the principles required for meaningful marketing transformation. In turn, these real-

world examples elucidate how marketing strategies grounded in collaborative, data-intensive models can galvanize business growth.

By consolidating insights from both scholarly literature and industry best practices, this study contributes to the expanding field of marketing transformation research. It articulates a roadmap for organizations seeking not merely to refine their marketing techniques, but to fully integrate revenue accountability into their strategic DNA.

### Materials and Methods

Four factors that determine the effectiveness of revenue marketing were identified in this study:

The first is to set shared objectives that will reveal the contribution of each and every employee to the generation of profits by the firm. This will create teamwork among the staff and ensure actions are well coordinated.

The second is that companies must have a high degree of orientation towards customers since the growth of revenues depends directly on the satisfaction of these clients. For example, understanding the demands of its clientele, solutions brought on by product managers can impact the raising of sales by finding ways to make the solutions resonate with customers.

Third, the sharing of information between departments creates a culture of cooperation and can help break down the silo mentality of traditional organizations.

Fourth, professional development directly impacts revenue. The more the organization supports the employee's growth, the more conditions

are being created for continuous improvement of labor productivity.

Figure 1 below shows the sequence of these components.

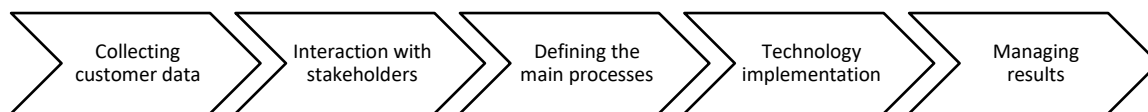


Fig. 1. The sequence of the key components of marketing [4]

The efficiency of these elements relies on right data handling as well as the use of suitable tools in departmental tasks. For example, in marketing, they use such platforms as HubSpot, Marketo, and Google Analytics; in sales, departments rely on CRM systems such as Salesforce and Pipedrive. For products that bundle sales processes with self-service strategies, advanced analytical tools like Amplitude and PostHog offer complete data gathering as well as analysis functions.

The relations between the marketing and the sales departments play a critical role in revenue generation, such that they have to collaborate in the following way:

Demand is created by marketing through focused campaigns and acquisition exercises. The two are fruitful only if aligned with techniques of selling. Harmony between the wings leads to uniformity in action since the sales wing is made aware of the promos set by the marketing teams. Customers respond to sales efforts also, thus, giving an input that refines promotional programs.

This collective method better resource allotment. Joining in schedules and having goals together helps teams steer clear of double work, cut costs, and in the end, make the most of likely income.

Next comes the identification of successful marketing processes. Inbound marketing, for example, draws potential customers in through content like blogs, social media posts, and webinars, offering solutions to their problems. The goal is to attract the right audience and lead them to the brand's platforms, where they can engage more deeply. On the other hand, outbound marketing relies on more traditional methods, such as paid ads, cold calls, and email campaigns, targeting customers who may not yet be familiar with the brand.

The next process is lead generation, where the marketing department attracts potential customers and hands them over to the sales department. Various tools can be used for this purpose, such as subscription forms, special offers, free trials of a product or service, as well as participation in events and webinars. Leads gathered through these tools are classified and assessed based on their readiness to make a purchase.

Lead management then transitions to the sales team. Salespeople work on qualifying leads by evaluating their needs and level of interest in the product. This process includes analyzing lead data, making initial contact, conducting presentations, and negotiations. It is crucial at this stage for there to be active information exchange between marketing and sales: marketing provides data on lead behavior and preferences collected during the attraction phase, while sales offers feedback on lead quality and which strategies are most effective.

Additionally, both departments participate in staffing that covers all areas of the marketing funnel. This includes hiring content marketing specialists, SEO experts, data analysts, sales professionals, and customer service managers. These employees should not only be experts in their respective fields but also able to work closely with colleagues from other departments to maintain a high level of coordination and synergy in executing marketing tasks [5].

The final element is managing the results of the marketing strategy. This includes defining key performance indicators (KPIs), such as the total number of sales over a certain period or revenue growth over a year. Analyzing these indicators helps in adjusting and improving future marketing activities [4]. The main advantages of revenue marketing will be presented in Table 1 below.

Table 1. Advantages of Revenue Marketing [4]

Advantage	Description
Increased Return on Investment (ROI)	Marketing campaigns become more effective, leading to increased revenues.
Improved Lead Quality	Marketing departments generate higher quality leads, resulting in increased sales.
Strengthened Customer Relationships	Marketing campaigns become more relevant to customers, improving customer satisfaction and loyalty.
Enhanced Goal Setting	Revenue marketing prioritizes goals related to increasing company profit, rather than just attracting customers or forecasting demand. By linking success metrics to specific revenue sources, companies can set goals based on current sales volumes rather than assumptions about customer behavior.

This article uses a qualitative analytical approach to examine the factors that influence the success of revenue marketing in organizations.

### Results and Discussion

Adobe was recognized as a leader in web content management in Gartner's 2017 "Magic Quadrant." This year, Adobe's artificial intelligence platform, Adobe Sensei, significantly strengthened the company's position. Despite this, the current stock level may be overvalued.

Earlier this year, Adobe introduced a new Auto-Target feature in Adobe Target, integrating

Sensei's analytical capabilities and algorithmic optimization into its intelligent cloud. This enables Adobe's content management system (CMS) to create and publish innovative websites and mobile applications.

According to Gartner, Adobe continues to enhance Adobe Experience Manager, improving user interface, page, and dialog box development. New features such as "content fragments" and "flexible content" improve cross-channel interactions and expand capabilities for business users [6].



Fig. 2. Implemented Adobe technologies [6]

The automatic target determination is considered the best feature introduced for Adobe Sensei-based intelligent cloud. This demonstrates that Adobe uses data and analytics to personalize marketing campaigns and measure their effectiveness.

Companies like Salesforce place equality at the core of their corporate culture. Salesforce aims to make its team of 29,000 employees as diverse as the communities it serves. Although the company is not yet among the leaders in diversity and inclusion (DE&I) in the US, its efforts to improve equality are a step in the right direction.

These efforts are not new for Salesforce. As early as 2015, the company conducted a pay audit, resulting in salary adjustments amounting to \$3 million. Since 2020, following events related to racial injustice in the US, Salesforce has significantly intensified its equality efforts.

A task force on racial equality and justice, consisting of employees at all levels and led by senior executives, was established. The group's goal is to drive systemic changes, set goals, and track progress [7].

To achieve this, Salesforce goes to data. HR leaders gain access to an equality dashboard, built on Tableau, capable of displaying real-time data on representation as well as attrition and promotions, segmented by race and gender. This has led to the formation of an Equality Advisory Council, which meets quarterly to discuss these data points.

In the last year, Salesforce put in place many different new initiatives and processes, such as reimagining hiring, forming equality groups, and releasing a Trailhead training that anyone can access. These steps have played a large part in raising numbers for Black workers and other underrepresented groups.

Over the past year, Salesforce has implemented numerous new programs and processes, including redesigning the recruitment process, creating equality groups, and launching a publicly available Trailhead training course. These measures have significantly increased the representation of Black employees and other underrepresented groups.

In January 2022, Lori Castillo Martinez, who is a veteran of HR, was named as the Chief Equality Officer. The firm raises representation and forms new plans to create a more including

culture under her. Hers aims fast representation, looks at worker happiness, creates purposeful systems, and thinks worldwide. What Lori wants is to make Salesforce the best place for everyone and, with that, brings in those who have an interest - like its clients and partners [8]. This means Salesforce uses one connected way to do sales and create awareness to get better leads.

Marketo. According to Grand View Research, the marketing automation market is expected to reach \$7.63 billion by 2025. Marketing automation not only increases productivity but also integrates various marketing processes, speeding up campaigns and delivering tangible results. Such platforms are used by both large and small companies to attract customers, integrate sales and marketing departments, and assess the return on marketing investment.

One of the leaders in this field is Marketo. This software is known for its innovation and efficiency, offering solutions for lead generation, email campaigns, detailed tracking, A/B testing, and customer management. Marketo provides a full range of digital marketing tools, meeting various business needs.

“Those marketers investing in measuring and managing performance create more value, achieving 5% return on marketing investment and over 7% more growth efficiency”, according to Marketo’s guide on marketing metrics. Just like the best football coaches analyze opponents’ games, clean data and stats in marketing will allow sales and marketing departments to measure the impact of each investment. Customizable reports on campaigns and performance will be provided by Marketo, with the help of forecasting results and measurement of progress.

The Marketo analytics, which are derived from Bizible, comprise AI models that are able to capture every consumer touch and subsequently predict and assess sales performance in various channels.

The Marketo Customer Engagement Engine enables lead segmentation and lead nurturing based on behaviors. It means that once a lead has been qualified, it can create rules that automatically advance the lead once certain conditions are met, for example, frequent visits to the pricing page. This includes SmartEngagement technology used to create specialized multichannel campaigns for specific events or seasons.

The Marketo platform can be used to configure marketing strategies by giving users content that is to their needs and preferences, accomplished via the content prediction system which observes the consumer's conduct on the website, picks the material that is relevant, and later suggests updates to the content that would appeal to that person's wishes.

Integration with CRM systems adds some value to the usefulness of the system. The process of integration guarantees that there is smooth flow of data in and out of the system. Marketo also works well with Microsoft Dynamics, Oracle, Netsuite, SugarCRM, and SAP systems; these make it better for implementing modern marketing technologies [9].

**Conclusion.** The formation of a marketing culture aimed at increasing revenues is an im-

portant stage in the activities of companies that seek to develop in a highly competitive and dynamic market environment. Implementing such a culture implies that each employee is aware of his or her participation in the process of creating profits, which promotes alignment of goals at all levels and improves cross-functional interactions. Companies such as Adobe, Salesforce and Marketo have demonstrated that implementing such principles leads to significant improvements in customer service, long-term customer relationships and investment performance. In other words, a revenue-driven marketing culture turns departmental efforts into a strategic asset that supports sustained growth and long-term business competitiveness.

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## СОЗДАНИЕ ВЫСОКОЭФФЕКТИВНОЙ МАРКЕТИНГОВОЙ КУЛЬТУРЫ, ПРИНОСЯЩЕЙ ДОХОД

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***Аннотация.** Статья посвящена анализу процессов трансформации маркетинговой культуры, происходящих внутри компаний, что расширяет возможности по созданию новых видов дохода. Анализ деятельности компаний в этой области направлен на выявление роли организационных структур, внедрения технологий и развития персонала в успешной реализации маркетинга, ориентированного на получение дохода. Результаты исследования описывают механизмы, позволяющие преобразовать отдел маркетинга из центра затрат в подразделение, генерирующее доход. Доказано, что эффективная маркетинговая культура, ориентированная на получение дохода, развивается как сопутствующий процесс, а не просто как технологическое внедрение современных инструментов. В статье представлены как академические основы современных изменений в маркетинге, так и практические способы внедрения маркетинговой культуры, ориентированной на получение дохода.*

***Ключевые слова:** маркетинговая культура, создание высокоэффективной маркетинговой культуры, доход, маркетинг.*