

Lead generation isn't just about filling the top of your funnel. It's about attracting the right people, at the right time, with the right message.

This month, we're zeroing in on strategies that make real impact: smarter outreach, tighter targeting, and systems that scale with you. No fluff - just practical ideas to help your team build a pipeline that performs.

Let's make sure your next big win starts with better leads.

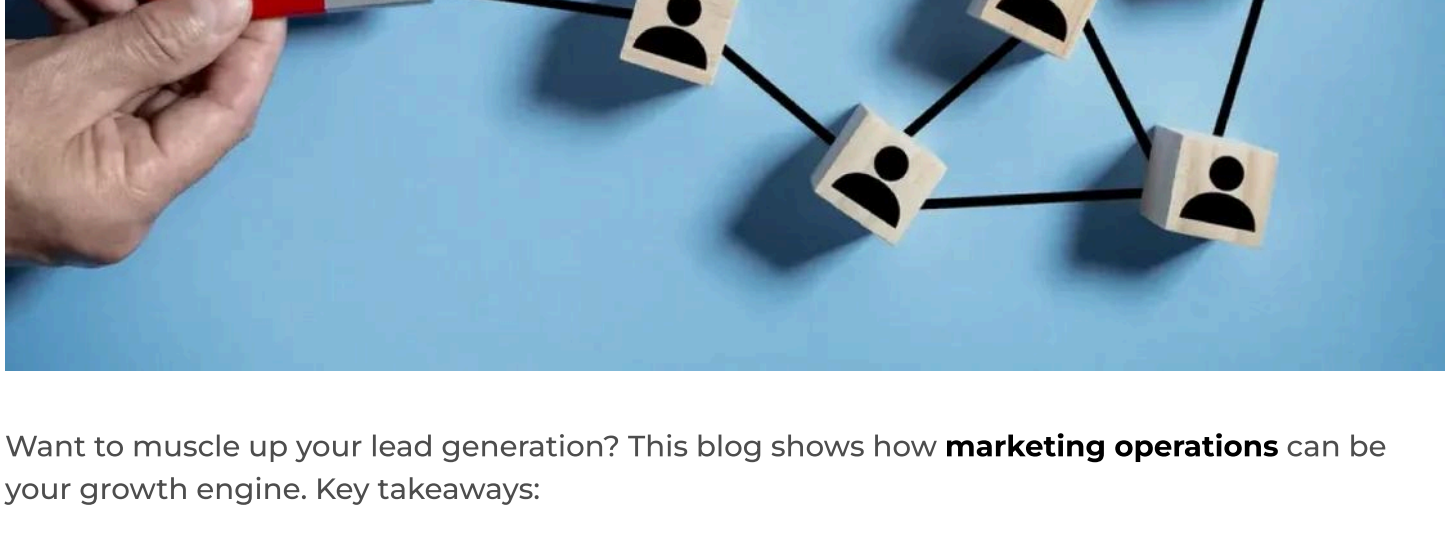
Crafted 100% with revenue growth in mind. ❤️

INSIDE THIS NEWSLETTER:

- ✔️ **Blog:** Use marketing operations to hack your way into lead generation
- ✔️ **Blog:** Transform your revenue performance with these 5 B2B lead gen trends in 2025
- ✔️ **Case study:** How an e-commerce client doubled its revenue with our PPC marketing strategy
- ✔️ **HubSpot update:** Create faster properties on the CRM index page
- ✔️ **HubSpot update:** Create contacts directly from social interactions
- ✔️ **RevXpert Academy:** Leverage AI to make workflows in HubSpot

BLOGS

You are missing out if you're not deploying your best MOps tactics to generate leads

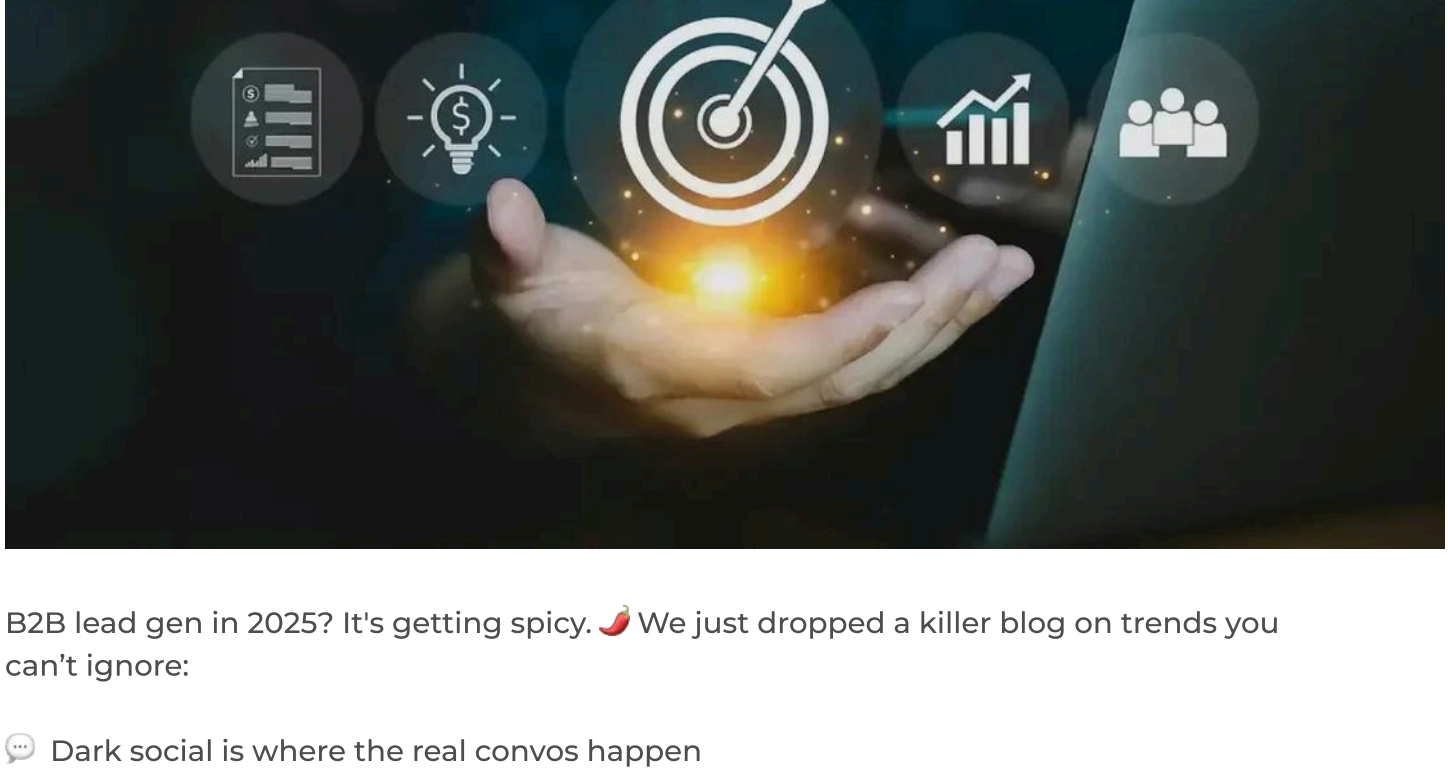


Want to muscle up your lead generation? This blog shows how **marketing operations** can be your growth engine. Key takeaways:

- ✔️ Align marketing processes to eliminate inefficiencies
 - ✔️ Use data to drive decisions and optimize performance
 - ✔️ Create predictable, scalable lead-gen systems
 - ✔️ Ensure cross-functional visibility and accountability
 - ✔️ Measure success with the right KPIs
- 💡 Marketing Ops isn't just support, it's a catalyst for growth.

MAXIMIZE LEAD GEN WITH MOPS

5 B2B lead gen trends that'll make your 2025 pipeline say "Yesss!"



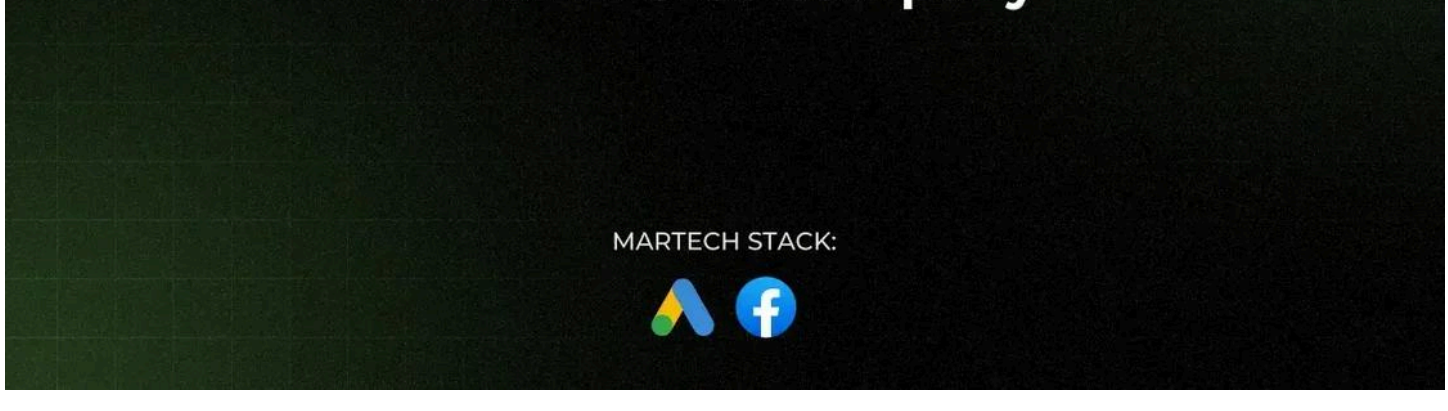
B2B lead gen in 2025? It's getting spicy. 🌶️ We just dropped a killer blog on trends you can't ignore:

- 🗨️ Dark social is where the real convos happen
- 👤 Personal brands > company pages
- 🤖 AI isn't coming. It's already writing your next email
- 🎯 ABM just got smarter (thanks, intent data)
- 🔍 Buyers are dropping hints. Go pick them up.

STAY AHEAD OF THE CURVE

CASE STUDY

Sweet success: How a frozen dessert supplier doubled its revenue with our PPC strategy



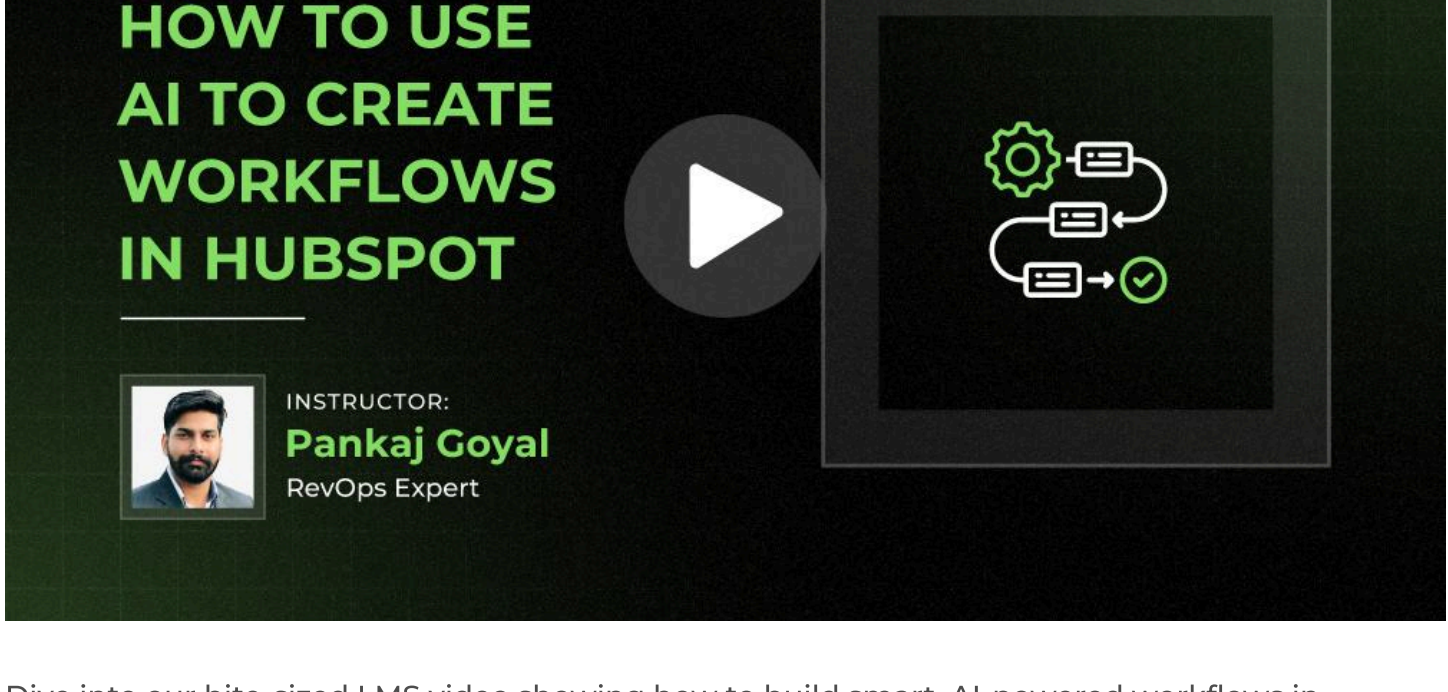
Standing out amongst competitors with the right lead-gen strategy is always possible, no matter what niche. For one of our e-commerce clients, this is how things panned out with RevX:

- 🎯 **Targeted PPC Strategy:** RevX crafted a data-driven campaign focusing on Google and Facebook Ads.
- 📈 **2x Revenue in 6 Months:** A well-optimized PPC approach led to a doubling of revenue.
- 🏆 **Top Google Rankings:** Achieved prime positions for key dessert packaging keywords
- 🔄 **Dynamic Retargeting:** Engaged previous visitors with tailored ads, boosting repeat purchases.
- 💡 **Smart Budget Allocation:** Efficient spending ensured maximum return on ad spend. Craving more details? Head to the full case study here:

LEARN MORE

REVPERT ACADEMY

🤖 AI + HubSpot workflows = your new superpower ⚡



Dive into our bite-sized LMS video showing how to build smart, AI-powered workflows in HubSpot. Here's what you'll learn:

- 🔧 How to auto-generate workflows using AI prompts
- 🧠 Smarter follow-ups, less manual effort
- 📁 Personalization at scale
- 🌱 Connecting lifecycle stages with automation magic
- ⌚ All in under 10 minutes

WATCH THE FULL VIDEO

HUBSPOT UPDATES

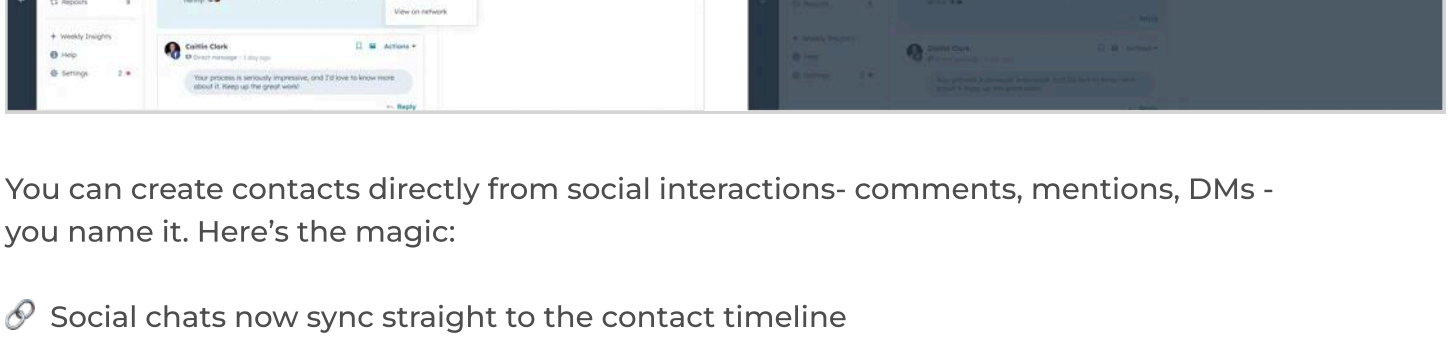
Property creation just got a glow-up.

Say goodbye to the old way of adding CRM properties - now you can do it right from the index page. Here's why it rocks 🌟:

- Streamlined side panel = faster setup
- Stay in context while building new fields
- Add, remove, or create properties right from the table
- Works for text, number & dropdowns (for now)
- No more clicks on clicks. Just build, save, done

Available to all hubs and tiers.

Turn engagement on social profile into CRM gold 💰



You can create contacts directly from social interactions- comments, mentions, DMs - you name it. Here's the magic:

- 🔗 Social chats now sync straight to the contact timeline
- 🧠 No more switching tabs to capture leads
- 📈 Track the full customer journey from first emoji to closed deal

Live for Marketing Pro+, Enterprise & Customer Platform users.

Thanks for reading all the way through. We're glad you're here.

Got a question, some feedback, or just want to say hey? Come on, don't be shy.

Our inbox stays open. Now and always.