

RevOps Bulletin

NEWSLETTER | SEPTEMBER 2024

RevX says hello.

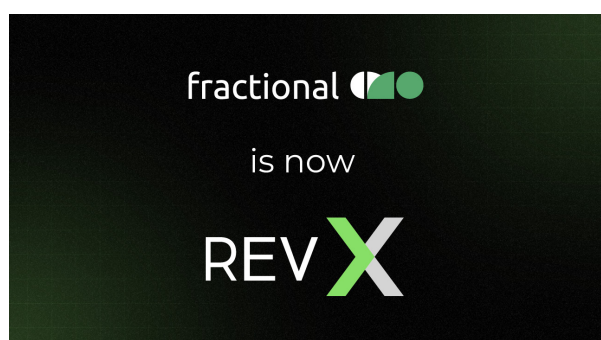
We recently embraced a new brand identity representing our work and ethos more accurately. We know, fancy! But is rebranding only an aesthetic choice or does your brand identity have real-world benefits? 🤔

According to a **report** by Lucidpress, brand consistency can increase your revenue by 10-20%. 📈

If you want to make your business more approachable and visible, branding is the way to go. ✨

"A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well."

— Jeff Bezos, Founder and CEO, Amazon



BLOG

Fractional CMO is now RevX.

We recently rebranded to a new identity that better represents what we do and who we are.

Discover what has changed and what remains the same.

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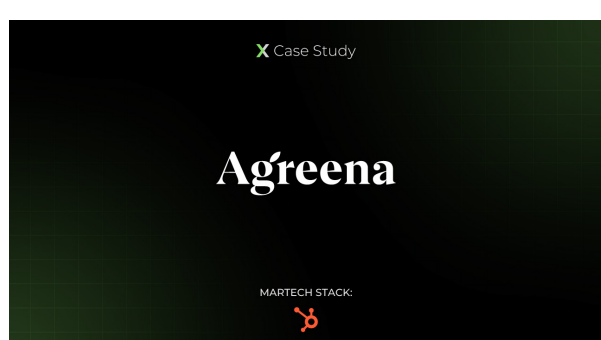


BLOG

Onboard, implement, & manage a new tool in your tech stack.

Read this for actionable insights on integrating a new tool in your tech stack.

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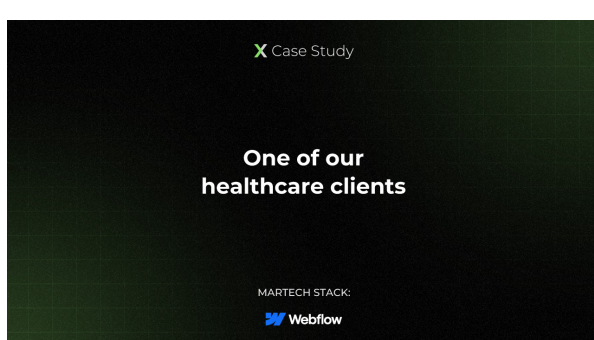


CASE STUDY

Agreena defined lifecycle stages for improved deal management.

Agreena wanted to improve its pipeline and sales management. With RevX, they were able to standardize their customer journey, enhance visibility with robust reporting, and build a 360-degree dashboard, among other things.

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CASE STUDY

A healthcare client built an engaging, responsive website on Webflow.

One of our healthcare clients wanted to upgrade its Webflow-based website with updated branding and new assets. With RevX the client could execute their creative ideas to perfection and even build customizable modules for decreased dependency on devs.

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HubSpot product updates: piping hot 🌶️

Monitor your marketing efforts on the go 🚀

HubSpot has introduced a centralized space on the iOS app where users can quickly access marketing tools, tasks, and data. This saves time for marketers as this allows them to start their day with important, relevant updates that are tailored for marketing professionals.

Users can now monitor tasks with the "needs attention" widget and can track task status in the "Approvals" section. The campaign calendar lets users track scheduled tasks.

Available for Marketing Free, Marketing Enterprise, and Marketing Pro.

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Track all your social engagement in one inbox

This new HubSpot update lets you monitor all your social media messages as well as YouTube comments in a single inbox.

Now you can see and respond to all messages and comments, and includes the YouTube messaging functionality (for Enterprise only.) It also lets you streamline your workflow by marking messages as read, unread and archived.

Available to Professional Customer Platform, Enterprise Customer Platform, Marketing Pro (does not include YouTube commenting), Marketing Enterprise (includes YouTube commenting).

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Master critical subjects in RevOps, SalesOps, and MarOps 🎓 ✨

Explore the most critical subject areas in RevOps with our easy-to-consume video content tailored for demand gen and RevOps leaders, fractional CMOs, and professional learners. 😊

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Just Ask Our Clients



"The work has always been delivered on time, and any issues we've run into have been promptly handled."

— Nick Howard

Strategy Director, EveLab Insight



"We loved working with them — they were extremely helpful, friendly, and efficient."

— Kera DeMars

Head of Marketing, Venture Capital Firm

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