

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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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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X Case Study

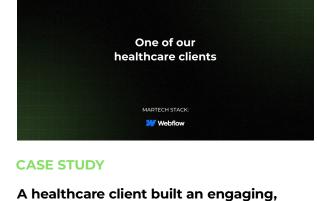
Agreena defined lifecycle stages for

improved deal management. Agreena wanted to improve its pipeline and

able to standardize their customer journey, enhance visibility with robust reporting, and build a 360-degree dashboard, among other things.

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sales management. With RevX, they were



X Case Study

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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Monitor your marketing efforts on the go . HubSpot has introduced a centralized space on the iOS app where users can quickly access

HubSpot product updates: piping hot

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.

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

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.

(does not include YouTube commenting), Marketing Enterprise (includes YouTube commenting).

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Available to Professional Customer Platform, Enterprise Customer Platform, Marketing Pro

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Just Ask Our Clients

"The work has alwaysA been delivered on "We loved working with them — they were

time, and any issues we've run into have been promptly handled."

— Nick Howard

Strategy Director, EveLab Insight

extremely helpful, friendly, and efficient."

— Kera DeMars

Head of Marketing, Venture Capital Firm

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