Revenue Alignment Audit for B2B Marketing

Identify Whether Your Marketing Is Actually Driving Revenue — or Just Activity

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Why Most B2B Marketing Teams Miss Revenue Targets

Many B2B companies generate:

- Traffic
- Leads
- Campaign reports
- Content output

…but still miss revenue goals.

Why?

Because marketing often operates independently from revenue targets.

Common problems:

- No clear revenue math
- Marketing measured by leads instead of pipeline
- Weak sales alignment
- Poor attribution systems
- No connection between channels and revenue

This audit helps you identify **where your marketing system is disconnected from revenue growth**.

How to Use This Audit

- Rate each statement from **1 (Strongly Disagree) → 5 (Strongly Agree)**
- Score each section
- Your lowest score = biggest revenue bottleneck

SECTION 1: Revenue Goal Clarity

- We have clear monthly/annual revenue goals
- Marketing understands revenue targets
- We know required pipeline numbers
- We forecast growth accurately
- Revenue goals drive marketing planning

Score: /25

SECTION 2: Revenue Math & Forecasting

- We know our average deal size
- We understand close rates
- We calculate pipeline requirements
- We know required lead volume
- We forecast based on real conversion rates

Score: /25

SECTION 3: Sales & Marketing Alignment

- Sales and marketing share KPIs
- Lead definitions are clear
- Sales gives feedback to marketing
- Handoff process is smooth
- Teams are aligned on revenue goals

Score: /25

SECTION 4: ICP & Targeting

- We target high-value customers
- We avoid low-fit accounts
- We understand our ideal buyers

- Targeting aligns with profitability
- Messaging attracts qualified prospects

Score: /25

SECTION 5: Channel Strategy

- We balance SEO and paid channels
- We use Google Ads for demand capture
- We leverage LinkedIn effectively
- Channel budgets align with ROI goals
- We understand channel contribution

Score: /25

SECTION 6: Demand Generation

- We create awareness content
- We build authority in our market
- We generate demand proactively
- We nurture early-stage prospects
- We invest in long-term growth channels

Score: /25

SECTION 7: Demand Capture

- We target high-intent buyers
- Our offers convert demand effectively
- Landing pages are optimized
- We capture ready-to-buy leads
- Conversion paths are clear

Score: /25

SECTION 8: Funnel Conversion

- We know where leads drop off
- We optimize conversion stages
- We improve lead quality
- We reduce funnel leakage
- We continuously test funnel performance

Score: /25

SECTION 9: Attribution & Tracking

- We track revenue by channel
- CRM is integrated properly
- We understand multi-touch attribution
- We know marketing-sourced revenue
- Reporting is accurate

Score: /25

SECTION 10: Budget Efficiency

- CAC is clearly tracked
- Budget allocation is optimized
- We know ROI per channel
- We scale profitable channels
- We cut low-performing spend

Score: /25

SECTION 11: Operational Infrastructure

- Marketing automation is implemented
- CRM workflows are optimized
- Reporting dashboards exist
- Teams operate efficiently
- Growth systems are scalable

Score: /25

Final Score

Total Score: /275

Your Revenue Alignment Score

🔴 0–110 → Activity Without Revenue

You're busy but disconnected from growth.
Fix: Revenue math + sales alignment

🟡 111–200 → Partial Alignment

Some systems work, but revenue leaks exist.
Fix: Attribution + funnel optimization

🟢 201–275 → Revenue Engine

Marketing is contributing predictably to growth.
Focus: Scale efficiently

Identify Your Biggest Revenue Leak

Your lowest score reveals your biggest issue:

- Revenue goals → no clarity
- Forecasting → weak planning
- Sales → misalignment
- ICP → wrong audience
- Channels → poor allocation
- Demand gen → weak awareness
- Demand capture → weak conversion
- Funnel → leaks

- Attribution → blind spots
- Budget → inefficiency
- Operations → scaling limitations

What You Should Do Next

If your weakest area is:

Revenue Math → Build forecasting model
Sales Alignment → Create shared KPIs
Channels → Reallocate budget
Demand Gen → Build authority content
Demand Capture → Improve offers
Funnel → Fix conversion leaks
Attribution → Improve tracking
Operations → Build scalable systems

About 23HubLab

At 23HubLab, we help B2B companies build **revenue-aligned growth systems**.

We don't optimize vanity metrics.

We align:

- Demand generation
- Demand capture
- Sales systems
- Revenue forecasting
- Marketing operations

…to build predictable pipeline growth.