



Climbing the Learning Curve Making Marketing a Revenue Center

Your stewardship of making the move from marketing as a cost center to a revenue center might get a boost with some climbing up the learning curve.

Here are a few resources recommended by the LeadG2 / CSS Team:

- ▶ Making the Transition from Marketing as a Cost Center to a Revenue Center ([here](#))
- ▶ How to Make Marketing a Profit Center ([here](#))
- ▶ Marketing Operations Responsibilities ([here](#))
- ▶ Five Pieces of Marketing / Business Development Alignment for Better Leads, Faster Sales ([here](#))
- ▶ Chief Growth Officer: Description and Overview ([here](#))
- ▶ A Coke and a Pink Slip for Professional Service Marketers ([here](#))
- ▶ Opening Day for Marketing / Business Development Alignment in Professional Service Firms ([here](#))
- ▶ 12 Questions to Get Marketing and Sales on the Same Page for a Spectacular Top Line ([here](#))
- ▶ Make Your Marketing Team a Revenue Center ([here](#))
- ▶ The Three Major Job Functions of a Marketing Operations Professional ([here](#))

Want to learn even more? Contact us here:

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OR

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