



3 Easy Steps to Generating Revenue with Revinova



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Why Choose Knowledge-Led Growth?

No one likes being sold to. And yet we do it because we think it drives results.

Nurturing prospects with ads, emails, and cold calls seems like it's the only way, but that creates a hamster wheel of a lot of brute force effort.... for very little results.

But buyers want something else... knowledge.

68% of buyers prefer to do individual research online rather than involving a sales rep

Knowledge-Led Growth gives you a lead gen channel to meet prospects where they are. Prospects get a knowledge hub where they can inform and sell themselves on your solution, while you get data on what they're interested in to inform every action sales and marketing takes.



Maximize marketing efforts

As buyers indicate intent and interest, your team learns how to market to them.



Generate higher quality leads

By providing content that buyers can access at their convenience, your platform can nurture these leads even when you're not actively engaging with them.



Shorten sales cycles

When leads are well-informed about your product or solution and its advantages, you can accelerate the sales process, bypassing the initial stages of lead warming and saving valuable time.

Why Revinova?

We're a platform designed to maximize the potential of Knowledge-Led Growth for marketing and sales teams. Revinova streamlines how prospects discover knowledge content and is a breeze for your team to use.

Here are the three steps you'll follow to grow revenue with Revinova:



Let's unpack what each step looks like for your organization →

Step 1: Kickstart Your Knowledge Hub

1

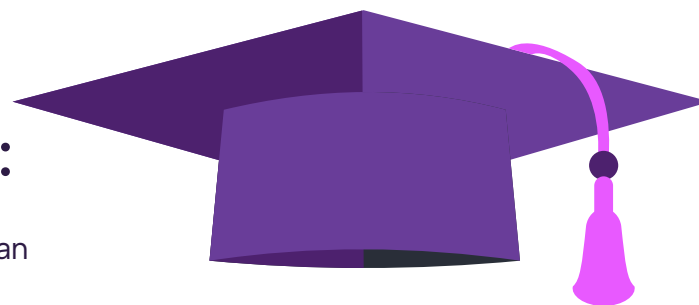
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What's different with a knowledge hub:

Using simple questions to assess your prospect's buying journey, you can figure out what content is needed to move them down the funnel.

Now, that content goes in a knowledge hub: A convenient, centralized location where prospects can access the information they're looking for.



The knowledge hub is designed so that as buyers learn from you, you learn from them.

Why it's easy with Revinova

✓ You don't have to reinvent the wheel

No need to start from scratch. Only craft new content to fill the gaps in your buyer's journey.

✓ Expand existing strategies

You can drive traffic to your knowledge hub the same way you do to your website.

✓ Easy insights in existing workflows

Your sales team doesn't need to learn a new tool. Insights from Revinova are built into their CRM.

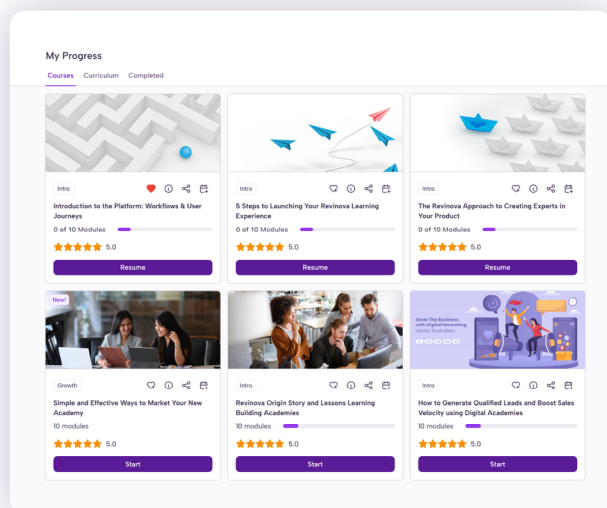
Step 1: Kickstart Your Knowledge Hub

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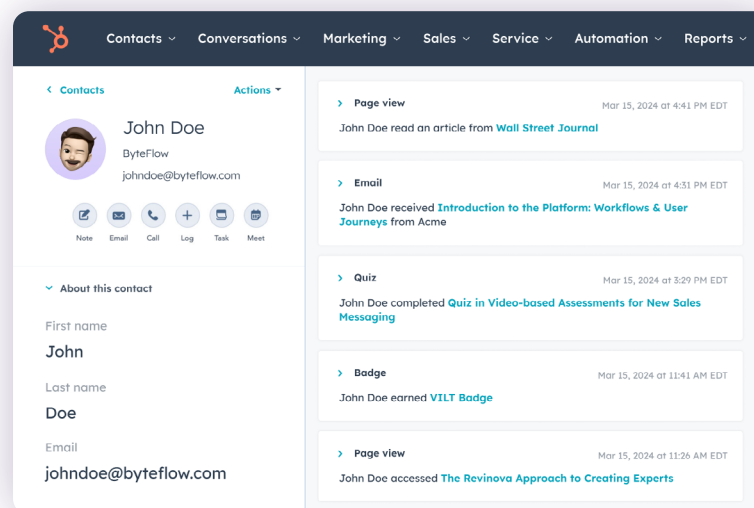
3

Here's what it looks like:



Generate authentic demand

Once your knowledge hub is online, it attracts leads actively seeking valuable knowledge.



Get insights right away

As they are learning from you, you can learn from them. Get at-a-glance insights to inform your next steps.

Step 2: Activate Sales



What's different with a knowledge hub:

Sales reps now have organic insights at their fingertips. They can use them to sell smarter.

Instead of reaching prospects at any stage of the buying journey, data-backed insights fuel smarter sales. Your reps will reach out to prospects with the right time, with the right message.



Why it's easy with Revinova

✓ No more guesses

For instance, if a prospect prioritizes efficiency over sustainability, you'll be aware immediately, enabling you to optimize your time by concentrating on their particular needs and addressing relevant questions.

✓ Insights built into your CRM

When the moment arrives to convert a prospect, you'll be perfectly poised to act. Revinova seamlessly integrates insights into your CRM, ensuring you never miss an opportunity.

✓ Prospects are already warm

Self-service content means Revinova has nurtured buyers even while you've slept!

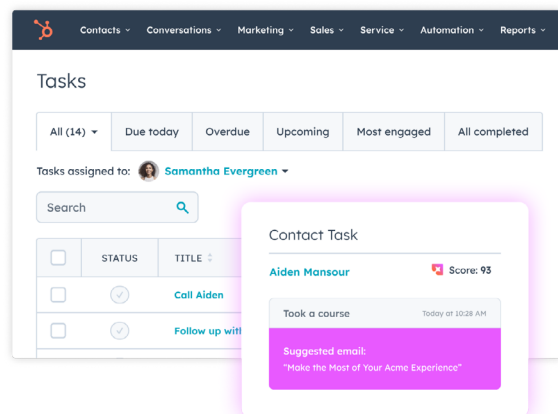
✓ You know your best-bets

Sales teams focus their time on nurturing warm prospects, while reducing effort on those less interested.

Step 2: Activate Sales

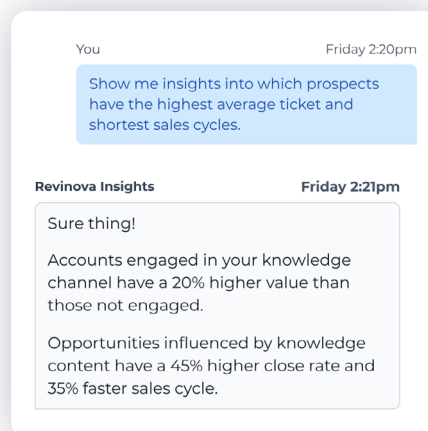


Here's what it looks like:



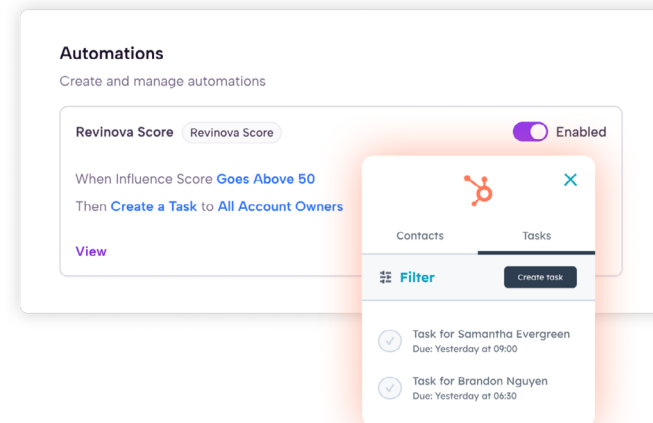
Reach prospects at the right time

Armed with detailed insights into how prospects interact with your content, sales reps can accurately identify whom to reach out to and when, using content that precisely addresses their needs at the right moment.



AI-focused sales efforts

Don't waste time trying to dig through data. Revinova's built in AI can surface your best bets easily.



Customized alerts

Don't miss chances to convert. Create automations to alert reps when to take action and customize them to their workflow.

Step 3: Reinvest in What's Working

1

2

3

What's different with a knowledge hub:

You're growing revenue, but you're not done yet! There's more money on the table.

Now that you've learned about what prospects want, you can optimize your knowledge hub. That means maximizing spend on emails, ads, and content marketing to better reach buyers and prospects.



Why it's easy with Revinova

✓ You already have buyers engaged

No need to get prospect's attention all over again. Give them more of what they're looking for in the knowledge hub.

✓ Dashboards with deep insights

You gain insights from buyers just as they gather knowledge from you, eliminating the need to speculate or research their interests.

✓ No more cookies

Prospects don't have to "accept cookies." Insight gathering is built into Revinova's platform, not an extra lift.


Step 3: Reinvest in What's Working




Here's what it looks like:

Insights

All Buyer Stages



Content in Knowledge Hub is converting 3x more than the average content










We've noticed a 200% increase in views on the Introduction course this quarter

Alerts on what's working

Aggregate content engagement data from every interaction and get data-backed insights on what to do more of, and where to pull back.

Top Converting Content

All Buying Stages

| Name | % Completed | Revenue Influenced | |
|---|-------------|--------------------|---|
|  Hosting Live, Virtual Eve... Course | 80% | \$150,000 | ⋮ |
|  Welcome to Revinova Ad | 80% | \$140,000 | ⋮ |
|  Grow Your Platform Wit... Ad | 75% | \$130,000 | ⋮ |
|  Creating Course-Specifi... Lesson | 60% | \$130,000 | ⋮ |
|  Knowledge Check on Qu... Lesson | 50% | \$125,000 | ⋮ |
|  Creating Instructors, Co... Course | 50% | \$120,000 | ⋮ |
|  Assessment: Configuring... Course | 50% | \$100,000 | ⋮ |

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Unlock actionable data

Get macro level insights into content that's actually moving the needle to inform marketing decisions.

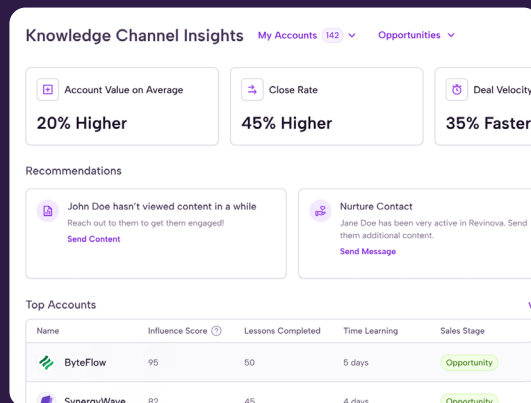
The Capstone: Easily Demonstrate ROI

Growing revenue is one thing — but can you prove it was the knowledge hub?
With Revinova, you absolutely can.

Whether you're making big picture decisions for your knowledge hub or proving ROI to stakeholders, demonstrating the success of your knowledge hub is easy.

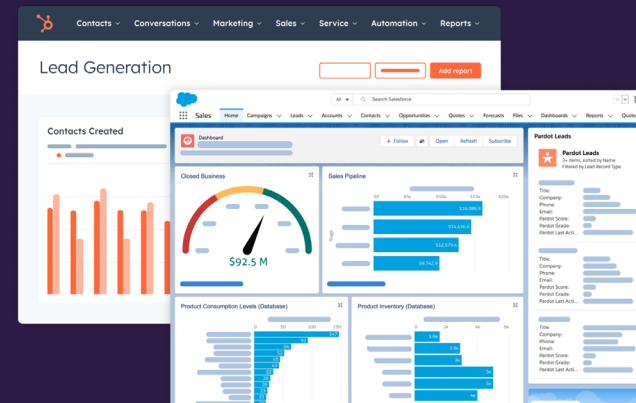


Why it's easy with Revinova



Built-in proof of ROI

Instead of having to compile ROI data from across different platforms and tools — proving ROI is built into Revinova itself.



CRM integration

Whether Salesforce or HubSpot, Revinova insights are easily shareable on whatever platform your team is comfortable in.

Growing revenue has never been so easy.

With the right steps in place,
you have all the information you
need to set up your knowledge
hub and supercharge sales.

Simple next steps:

Not sure what should be in your knowledge hub?

- Get expert advice on how to map your knowledge content
- Discover what businesses like yours have done

[Get a Free Knowledge Hub Launch Plan](#)

Want to see how it works?

[Schedule a Demo](#)

1

Kickstart Your
Knowledge Hub

2

Activate Sales

3

Reinvest in
What's Working