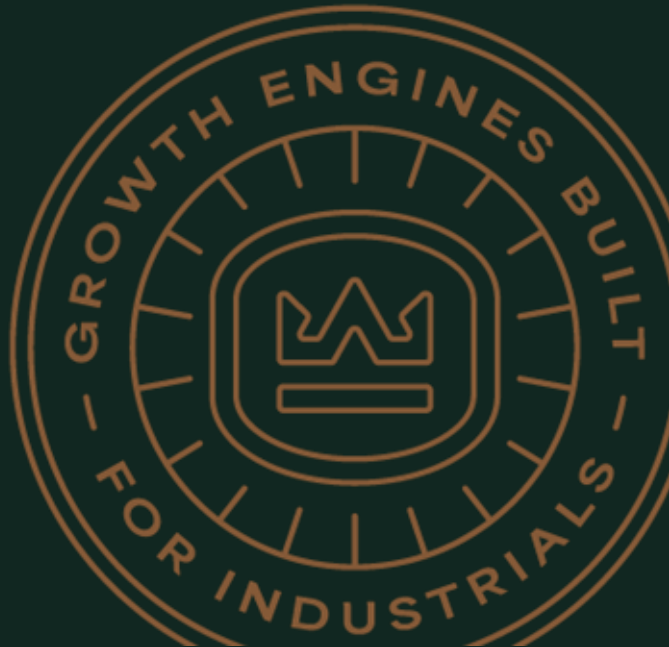
THE GROWTH ENGINE FRAMEWORK:

FROM CAMPAIGN CHAOS TO REVENUE ENGINE

WEIDERT





I'm Frank.

HubSpot Platinum Partner

Weidert Director of Business Development

Family Man + Music Lover



MARKETING IN 2026 HAS BEEN EXHAUSTING

AI didn’t break marketing.

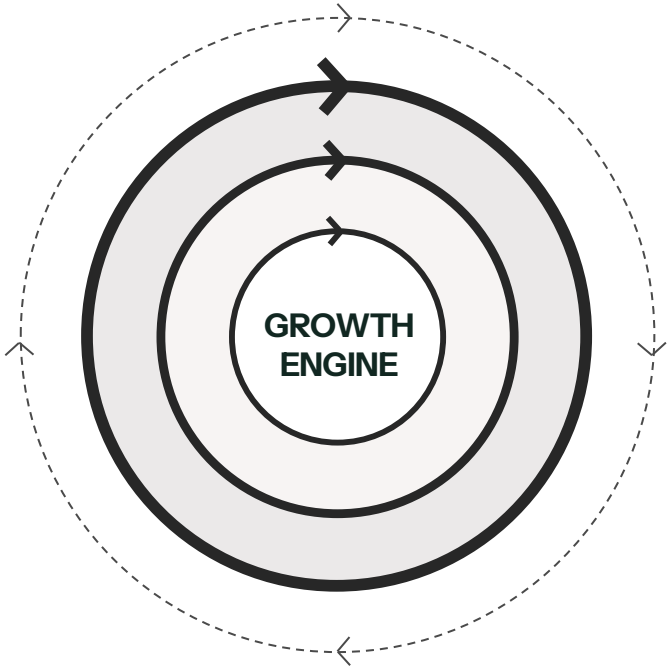
IT EXPOSED LACK OF FOCUS.



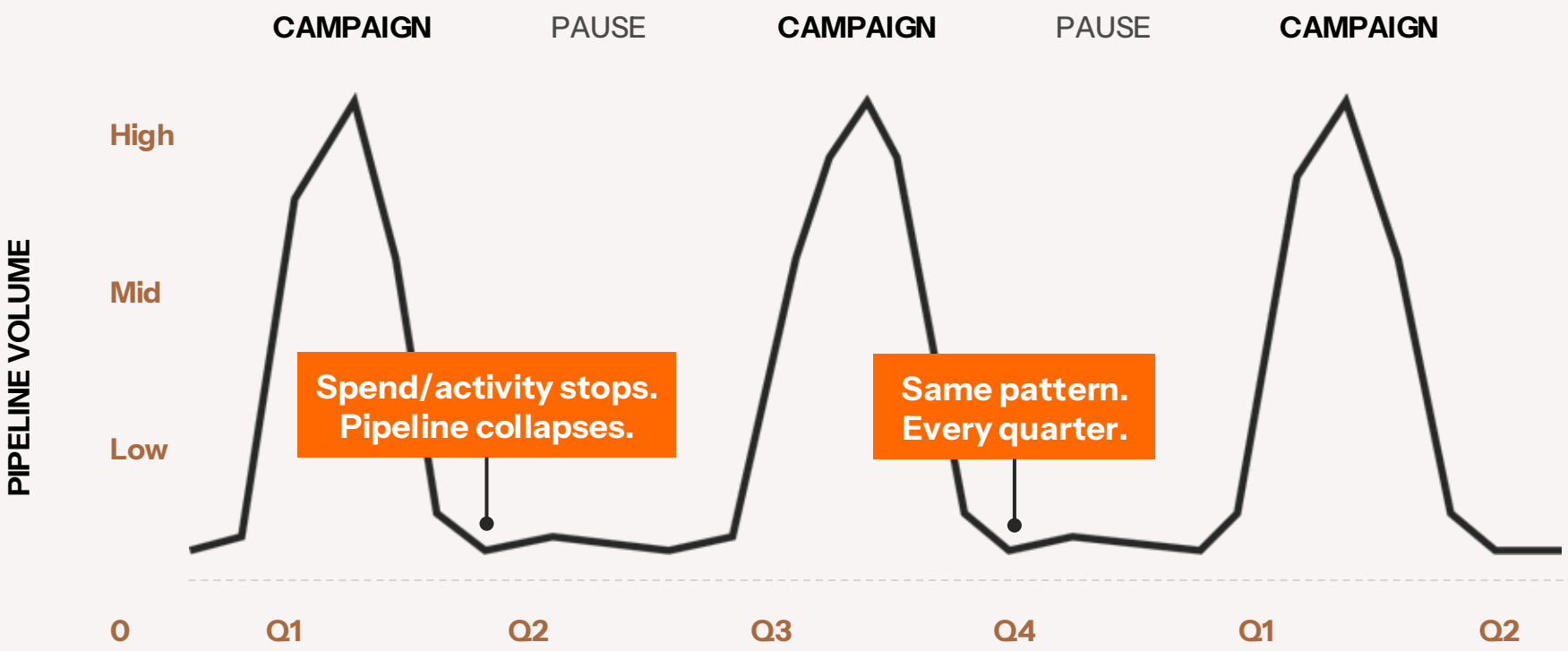
WHAT IS A GROWTH ENGINE?

A systems-based marketing framework where every effort feeds into the next.

Replaces disconnected campaigns with a **structure that builds presence & authority over time.**



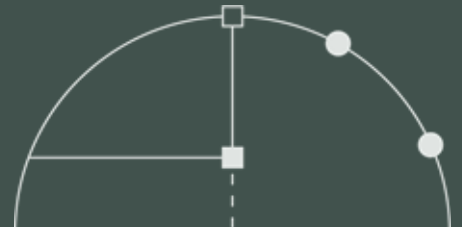
Campaigns reset.
Systems compound.


CAMPAIGN
PAUSE
CAMPAIGN
PAUSE
CAMPAIGN
PIPELINE VOLUME
High
Mid
Low
Spend/activity stops.
Pipeline collapses.
Same pattern.
Every quarter.
0
Q1
Q2
Q3
Q4
Q1
Q2

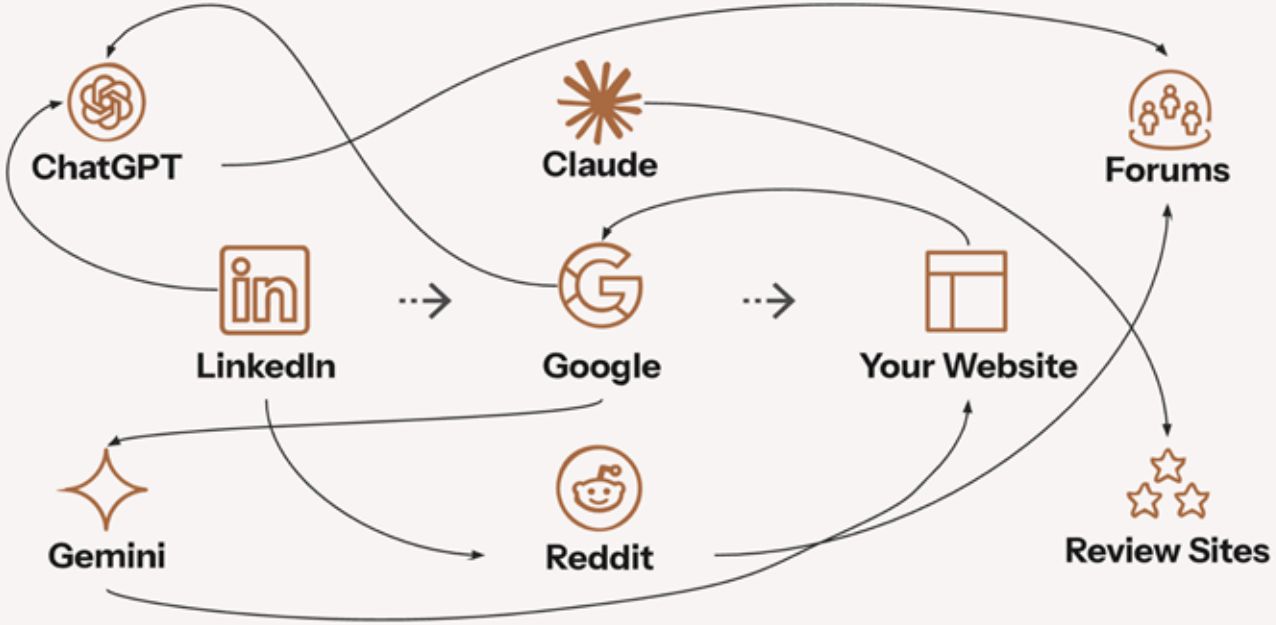
If your pipeline dries up the minute you stop running campaigns, you don't have a strategy.

YOU HAVE A DEPENDENCY.

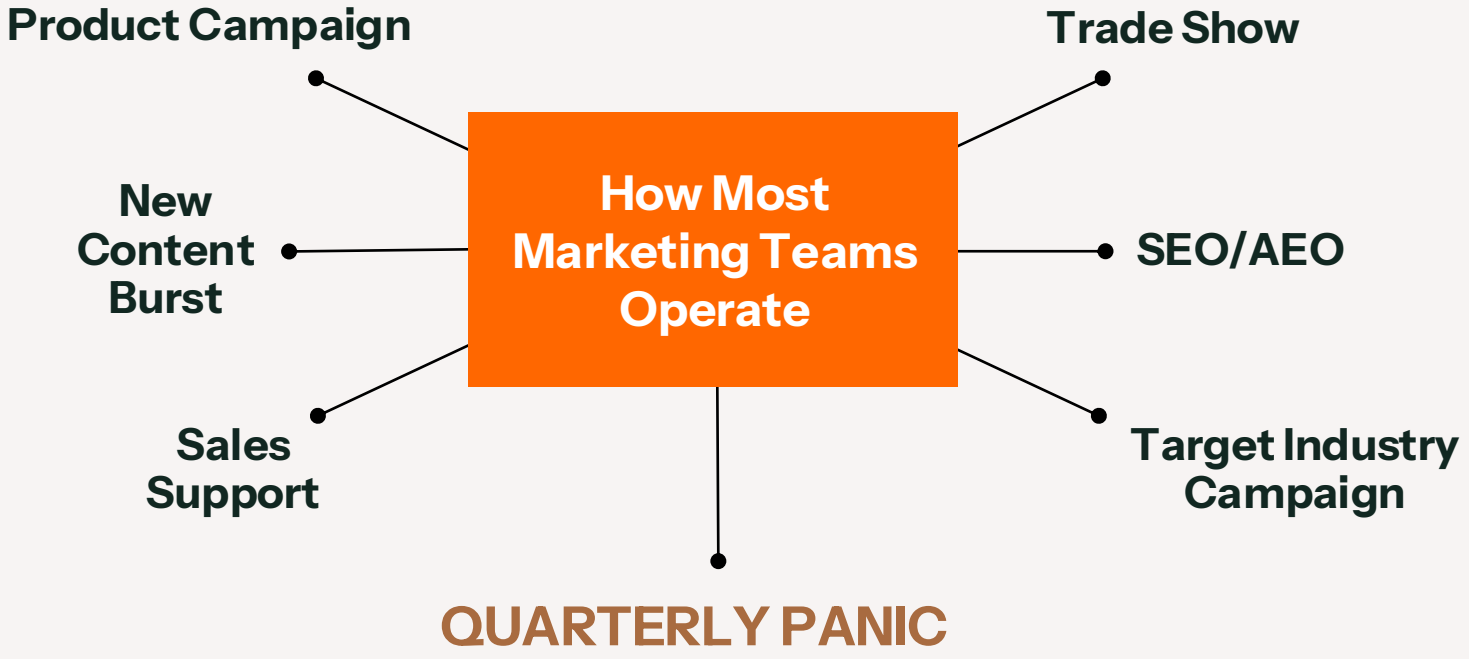
THE REAL PROBLEM



DISCOVERY HAS DISPERSED



RANDOM ACTS OF MARKETING DRESSED UP AS STRATEGY



RANDOM ACTS vs FOCUSED & DISCIPLINED POSITIONING

ISOLATED WINS



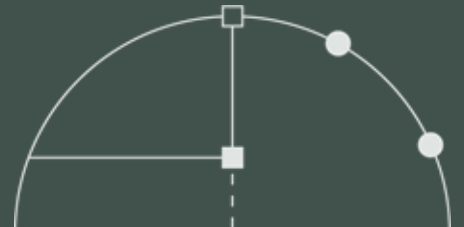
- ❑ Bursts of activity
- ❑ Resets to zero

COMPOUNDING RESULTS



- ❑ A compounding revenue engine
- ❑ Improves every quarter

WHY CHANGE NOW



THE RULES CHANGED

BUYERS SELF-EDUCATE



AI ANSWERS,
IN LIEU OF YOUR SITE



FIRST-MOVER ADVANTAGE



CAMPAIGNS CAN'T
BUILD AUTHORITY



THE INVISIBLE MIDDLE

Buyers complete most of their research before they ever talk to you — on platforms **you don't own and can't control.**



IT'S NOT JUST SEARCH ENGINES ANYMORE

THEN

SEO

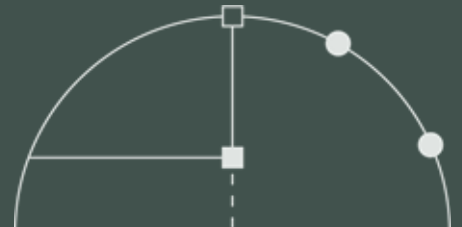
- ❑ Rank for keywords
- ❑ Drive traffic to your site
- ❑ Capture clicks

NOW

AEO

- ❑ Be in the answer AI serves
- ❑ Build consistent authority
- ❑ Zero-click discovery

BUILD THE FOUNDATION



BUILD THE FOUNDATION

BEFORE PRODUCTION, BUILD THE FOUNDATION

1. START
   DEFINE GOALS
2. DESIGN SPECS
   BRAND EXPRESSION
3. OPERATING SYSTEM
   GROWTH PLAYBOOK
4. CONTROL SYSTEMS
   DATA + TECH
5. DISTRIBUTION CENTER
   WEBSITE

BUILD THE FOUNDATION

1 DEFINE GOALS

You can't build a growth engine without knowing **what it needs to produce**.

Define your goals first — then build the architecture around them.

MARKETING & SALES GROWTH TARGETS

1. **Engineered Growth & Market Share Expansion**
   Building the infrastructure needed to support sustained 20–30% growth and differentiate in a crowded market.

2. **Clear Digital Attribution**
   Eliminating "mystery leads" by calibrating prospect funnels and tracking ROI across channels.

3. **SEO Protection During Migration**
   Safeguarding rankings and organic traffic during the website transition.

4. **Standardized Sales Execution**
   Implementing structured processes, lifecycle management, and seamless quote-to-CRM integration to ensure no opportunities are lost.

THE RESULT

A unified revenue system designed to scale, capture market share, and compound performance over time.

EXAMPLE © Weidert Group 2026

BUILD THE FOUNDATION

2 BRAND EXPRESSION

If your ideal customer profile is vague, every message is generic.

AI amplifies that weakness **instead of your strengths.**



EXAMPLE © Weidert Group 2026

BUILD THE FOUNDATION

3 GROWTH PLAYBOOK

Defines how you **capture** in-market demand, **nurture** out-of-market prospects, and prioritize what **moves the needle.**



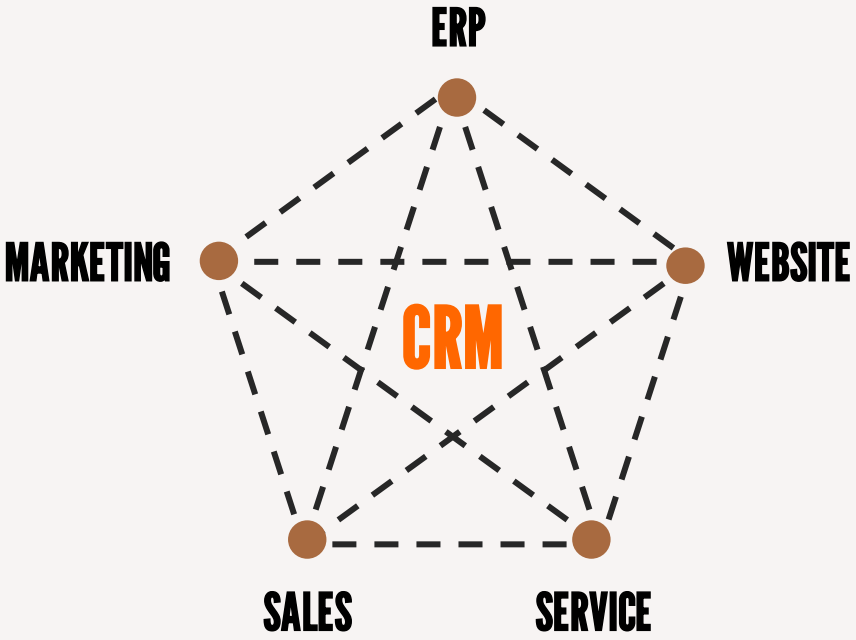
EXAMPLE © Weidert Group 2026

BUILD THE FOUNDATION

4 DATA + TECH

Your CRM is the core of **personalization**.

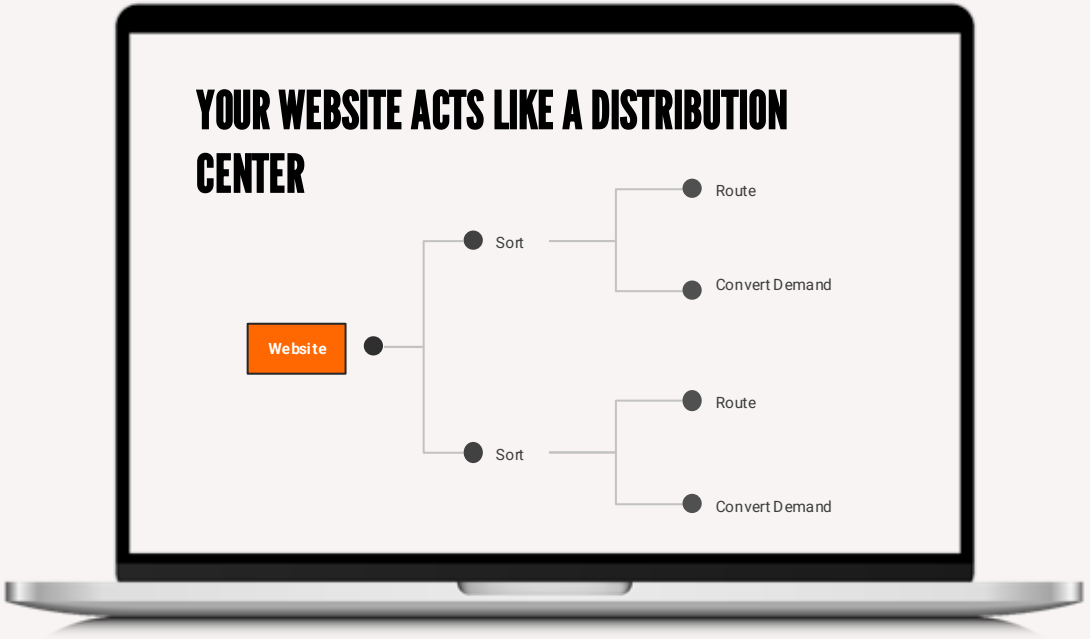
Clean data = precise AI.
Messy data = AI **nonsense at scale**.



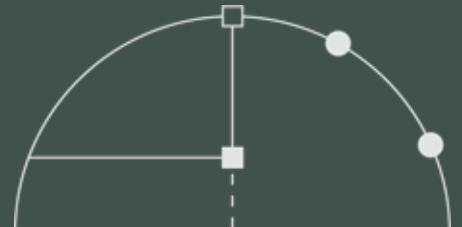
BUILD THE FOUNDATION

5 WEBSITE

Your website should **sort, route, and convert demand** instantly — not just describe your services.



START THE GROWTH ENGINE



START THE GROWTH ENGINE

3 TRACKS. 1 OUTPUT.

1

THE COMPOUNDER

CORE MARKET PRESENCE

2

TACTICAL OPPORTUNITIES

ACTIVATION SPRINTS

3

SILENT MULTIPLIER

OPERATIONAL OPTIMIZATION

PIPELINE GROWTH



START THE GROWTH ENGINE

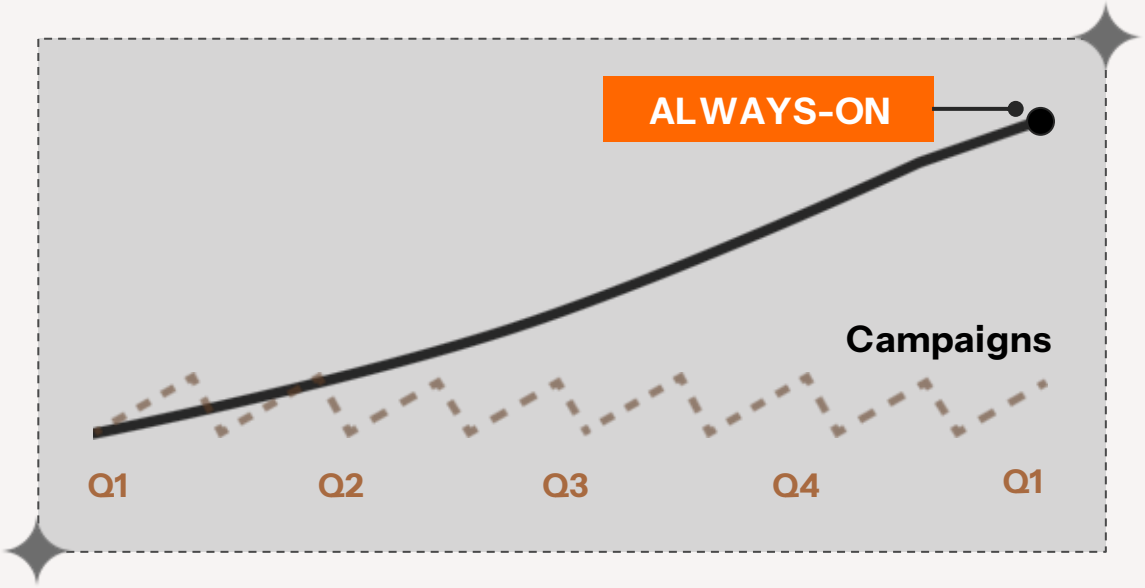
TRACK 1

CORE MARKET PRESENCE

THE COMPOUNDER

Most companies underfund this.

Builds long-term authority, visibility, and conversion infrastructure.



START THE GROWTH ENGINE

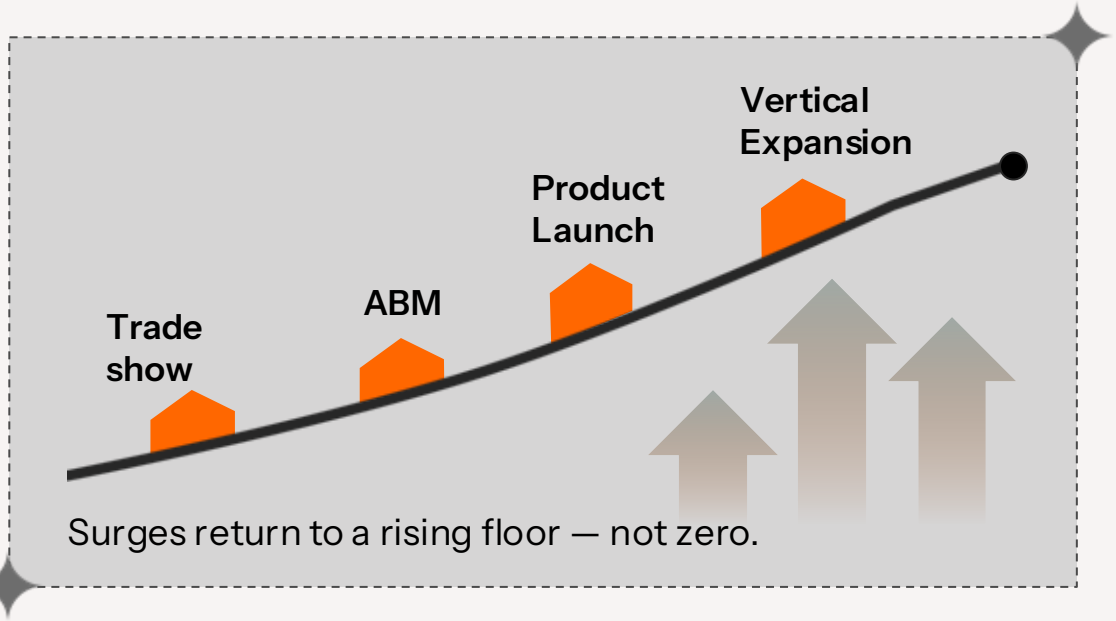
TRACK 2

ACTIVATION SPRINTS

TACTICAL OPPORTUNITIES

Focused, near-term pipeline opportunities.

Compounds because of your core market presence.



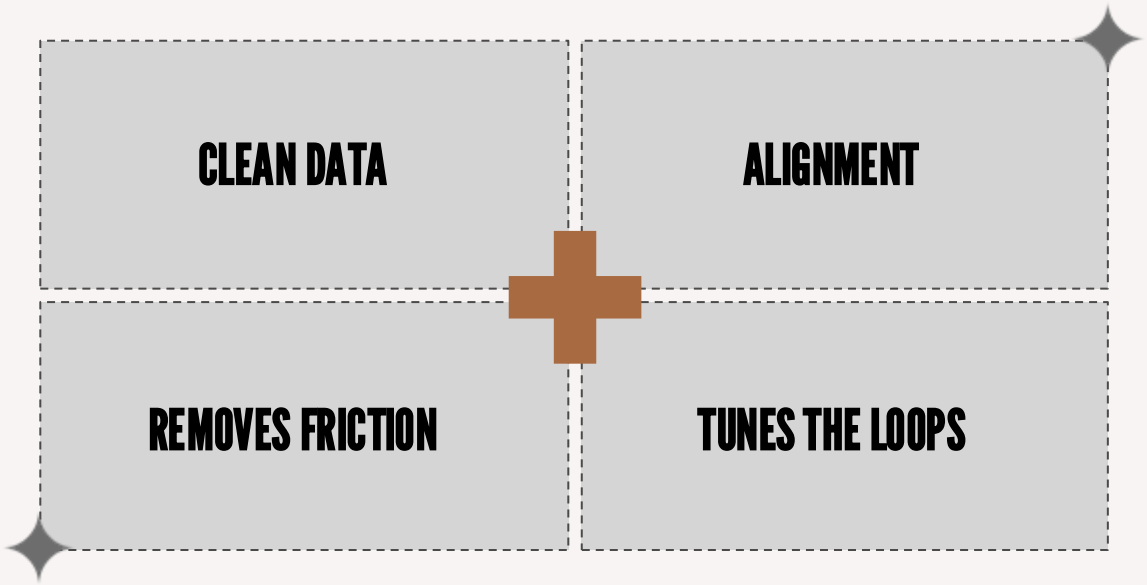
TRACK 3

OPERATIONAL OPTIMIZATION

THE SILENT MULTIPLIER

Most overlooked.

Most powerful long-term. Without it, every other track degrades.



START THE GROWTH ENGINE

TRACK 3

OPERATIONAL OPTIMIZATION

CLEAN DATA

Remove duplicates.
Standardize properties.
Complete datasets.

STRONG FOUNDATION

Design a clear data model and governance.

SMART AUTOMATION

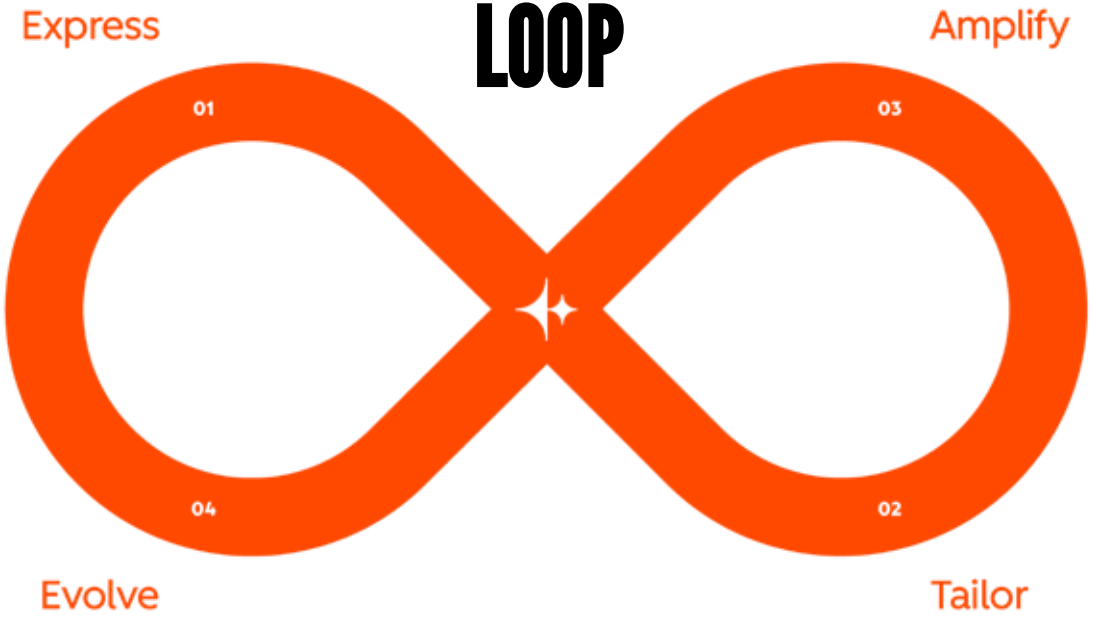
Build reliable workflows and keep data up to date.

AI-READY CRM

Better insights.
Smarter decisions.

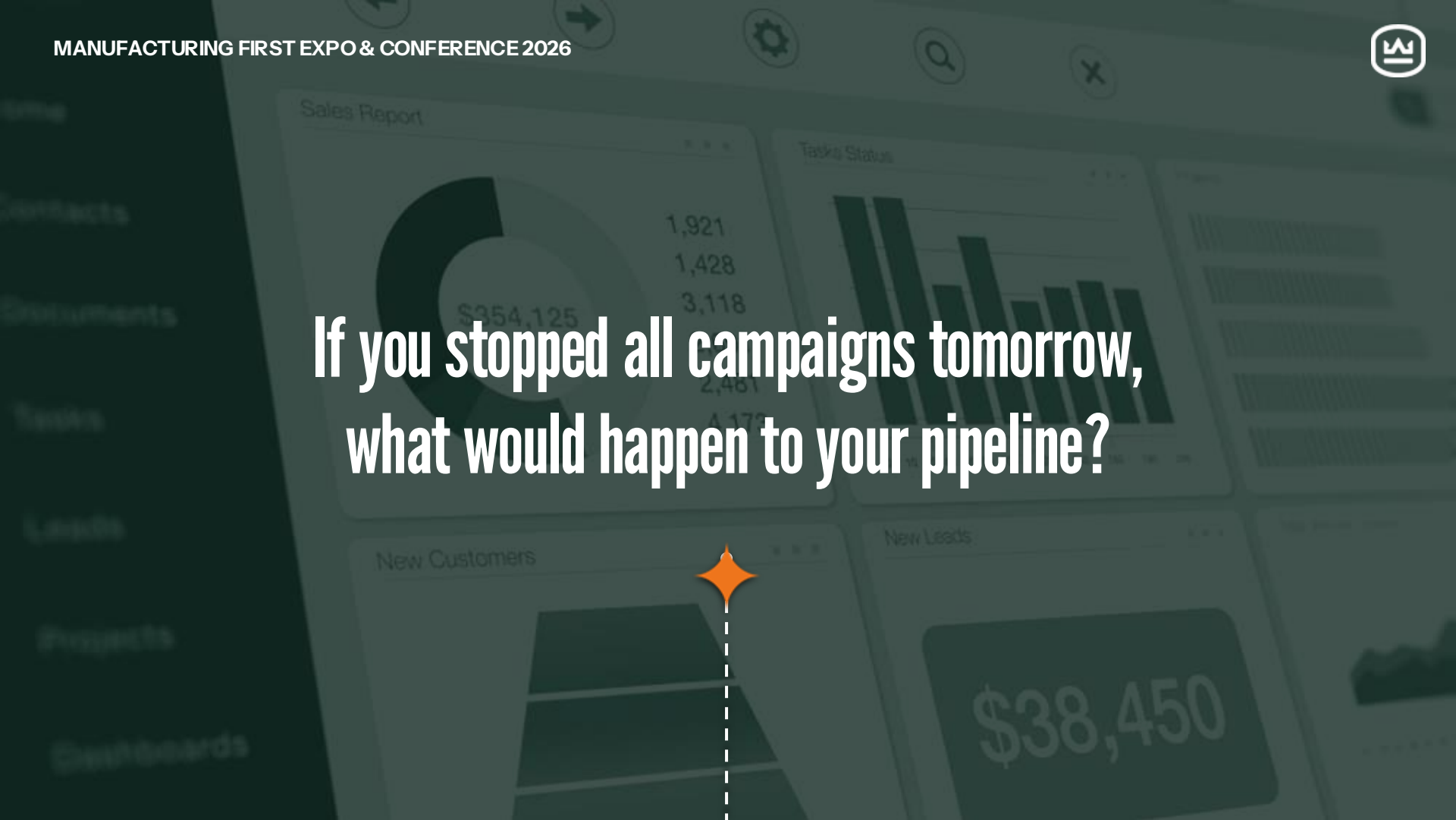
TRUSTED DATA. BETTER INSIGHTS. STRONGER RESULTS.

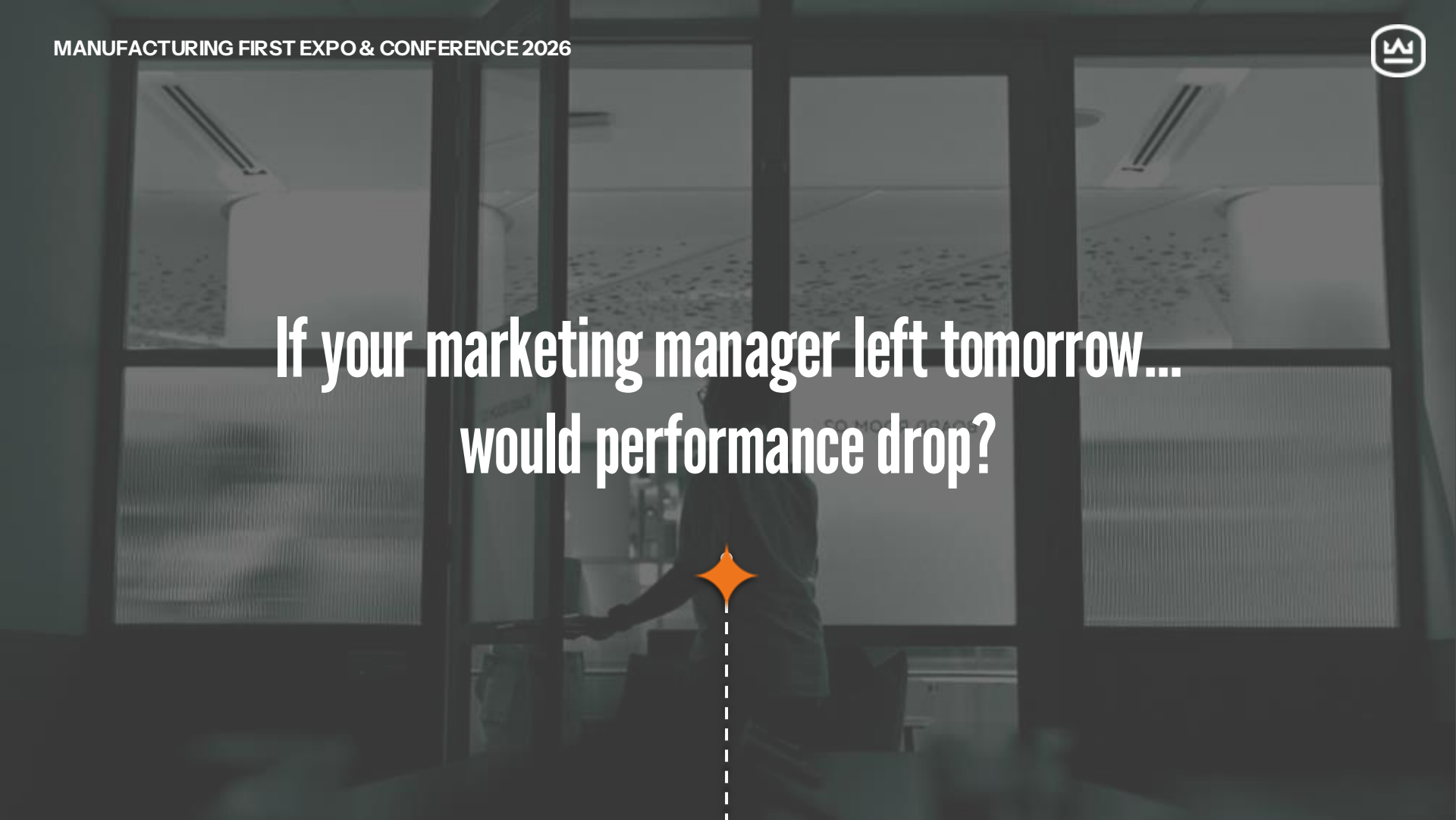
The Marketing LOOP



Credit: HubSpot

If you stopped all campaigns tomorrow, what would happen to your pipeline?





If your marketing manager left tomorrow... would performance drop?

Is your growth compounding or resetting?

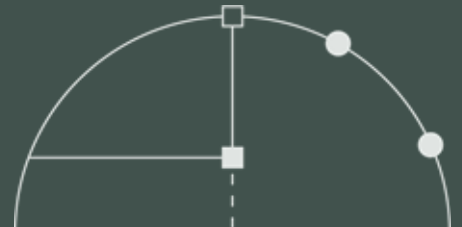


Campaigns don’t compound.

SYSTEMS DO.



YOU HAVE A CHOICE



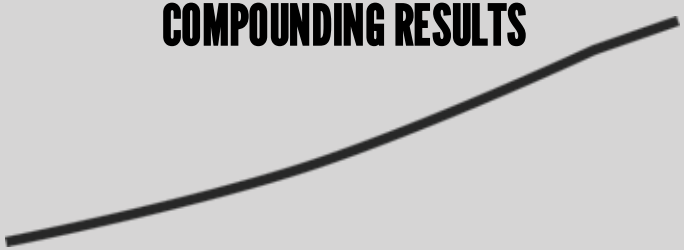
DON'T PANIC EVERY QUARTER.
IMPROVE EVERY QUARTER.

ISOLATED WINS



- ❑ Bursts of activity
- ❑ Resets to zero

COMPOUNDING RESULTS



- ❑ A compounding revenue engine
- ❑ Improves every quarter

SELF ASSESS:

WHERE DO YOU STAND?

0

BEFORE PRODUCTION

BUILD THE FOUNDATION

Is it engineered or improvised?

1

THE COMPOUNDER

CORE MARKET PRESENCE

Is it running or stalled?

2

TACTICAL OPPORTUNITIES

ACTIVATION SPRINTS

Experiments or chaos?

3

SILENT MULTIPLIER

OPERATIONS OPTIMIZATIONS

Maintained or degrading?

THANK YOU!

Learn more at weidert.com/mf26

