



Contact me to speak to your business group

“I was amazed on how quickly Louis grasped the challenges of our business. He put together compelling and thoughtful recommendations that addressed our most pressing issues. Louis was great to work with and continually displayed a real care for the long term success our relationship.”

- LinkedIn client recommendation



I have written for many leading business blogs

revenue + associates, llc.

Louis Gudema

Let's talk about how we can work together to grow your company faster

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Louis Gudema

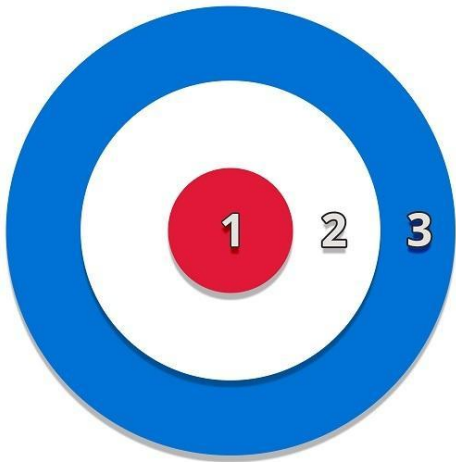
Helping your company grow faster.



Growing revenue...

Revenue is the lifeblood of any business. With revenue growth, most problems can be solved. Without it, failure is likely.

Using my unique Bullseye Marketing Framework™, I help companies identify and implement their best, fastest, and most cost-effective opportunities for revenue growth, including the adoption and use of appropriate marketing technologies .



Many other marketers start in the outer circle with programs like inbound, content marketing, social media marketing, and display ads. In fact, if you ask many people what “marketing” is they would list them.

“Not only is Louis an award-winning strategist, he is rock-solid in his marketing and technology solutions. He really understands the toolbox, because he’s done it himself - many times over. He knows how to think first about the business problem to be resolved, and then about the appropriate solution. ”

- LinkedIn client recommendation

But those programs can take one to two years to show results and companies are likely to walk away from the whole idea before then.

I start with the center circle which takes full advantage of your existing assets, such as your current customers, website, and email lists, before moving out to those programs in the second circle (getting in front of people who are searching for your services and products right

now) and, finally, the outer circle – building confidence along the way, and ultimately creating an always-on brand building and demand generation engine.

Marketing Strategy Sprint

In this one-day workshop I work with a company’s senior team to review their

- competitors and positioning
- revenue goals
- sales and marketing operations
- marketing effectiveness and opportunities

The workshop culminates in the joint development of a 12-month marketing implementation plan.

About Louis Gudema

For a dozen years I headed up my own agency, growing a national clientele before a successful exit. I then did biz dev for two agencies before returning to working directly with clients. I engage with clients in many ways, sometimes as a fractional VP of marketing.

Representative clients have included IBM, The Boston Globe, Cognos, Endeca, and many small companies and startups. I also mentor startups at MIT.