FIXED-FEE ENGAGEMENT · 2–3 WEEKS

The Marketing Diagnostic

Find out where your pipeline really comes from, where it's leaking, and what to fix first. You get a clear, prioritized 90-day plan before committing to anything bigger.

LENGTH 2–3 weeks | **FEE** Fixed, quoted up front | **FORMAT** Remote or on-site in Portland

What we examine: the four elements

01
Fn
Funnel & pipeline
Lead sources, conversion by stage, sales cycle length, and where qualified deals stall.

02
Ps
Positioning & message
How buyers see you against competitors, and whether marketing and sales tell one story.

03
St
Stack & data
CRM, automation, and attribution: whether the reports can be trusted and acted on.

04
Tm
Team & vendors
Who owns what, agency spend, and the gaps between people, partners, and priorities.

How it works

Week 1 — **Kickoff & access**
Goals call, CRM and analytics access, existing materials.

Week 2 — **Interviews & audit**
Leadership and sales interviews, a few customer calls, funnel and stack review.

Week 3 — **Readout**
Findings and plan presented to leadership and sales together.

Built for building-products manufacturers, modular and offsite builders, and climate-tech companies with long sales cycles, technical buyers, and no senior marketing lead.

What you walk away with

- A findings report on your funnel, positioning, stack, and team
- A prioritized 90-day plan: what to fix first, and why
- Tool and CRM recommendations sized to your team
- Budget and hiring guidance: in-house, agency, or fractional
- A readout session so marketing and sales leave aligned

Recent results

423%
organic traffic growth and a 35% lift in lead quality for a climate-tech SaaS platform

One pipeline
shared by marketing and sales, on a CRM the team adopted, for a modular building manufacturer

Full relaunch
rebrand, product-line relaunch, and two websites for an architectural products manufacturer

Start with a 30-minute intro call

We'll see whether a Diagnostic is the right first step.

Book a time →

calendly.com/contact-carbon-marketing/30min

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