PROFIT-FOCUSED MARKETING

How marketing can improve contribution, cash efficiency, and customer economics

THE CENTRAL IDEA

The strongest growth work does not merely create more revenue or activity. It improves the economics of every customer, channel, offer, dollar, and hour.

PRICING POWER | CONVERSION | CUSTOMER QUALITY | RESOURCE FOCUS

ANTONIO ADAMS

Practical guidance for owners and senior leaders

Oxogin - Growth & Enterprise Value

THE PROFIT BRIDGE

Create revenue quality, not just more activity

THE BETTER QUESTION

Did the company create more contribution and cash from the same or fewer resources - without damaging customer value or future growth?

1 Price and offer economics

Improve value communication, price realization, packaging, product mix, recurring revenue, and expansion paths.

2 Funnel and acquisition efficiency

Convert more existing demand, improve lead quality, lower CAC, shorten payback, and reduce sales leakage.

3 Customer economics

Attract customers who retain, expand, refer, and cost less to acquire, onboard, support, and serve.

4 Resource and cash discipline

Reallocate budget and time, cut low-value work, monetize assets, and improve timing of cash conversion.

LEVER 1

Improve pricing power

THE MARKETING QUESTION

Are we making the value clear enough to support better price realization?

LEVER	MARKETING TRANSLATION
Positioning	Make the company easier to understand and harder to compare
Proof	Use quantified cases, reviews, testimonials, references, and ROI evidence
Packaging	Create clear good/better/best choices and implementation tiers
Segmentation	Align price to higher-value use cases and willingness to pay
Value messaging	Tie the offer to business outcomes and cost of inaction
Sales enablement	Help sales defend value without automatic discounting

SIMPLE ECONOMIC LOGIC

A price increase that does not materially increase delivery cost can improve gross profit faster than adding more lead volume. Test by segment, monitor win rate and retention, and protect customer value.

LEVERS 2-4

Conversion, CAC, and payback

LEVER	QUESTION	HIGH-LEVERAGE ACTIONS	EVIDENCE
Conversion	Where does existing demand leak before revenue or activation?	Offer clarity, friction removal, nurture, qualification, proof, onboarding	Stage conversion, cycle, activation, revenue per lead
CAC	Which channels and segments create profitable customers?	Targeting, channel mix, creative, landing pages, sales efficiency	CAC by channel/segment; contribution; incrementality
Payback	How quickly does acquisition cash return?	Pricing, billing terms, activation, sales cycle, delivery mix	Months to recover; cash timing; cohort quality

ORDER OF OPERATIONS

Fix the leaks in existing demand before buying more traffic. More volume poured into a weak funnel creates expensive growth.

LEVERS 5-8

Customer quality, churn, offer mix, and handoff

LEVER	COMMERCIAL QUESTION	MARKETING ACTION
Customer quality	Which customers create the best contribution after service burden?	Segment by margin, cycle, retention, expansion, support cost
Churn reduction	Are expectations, activation, or value reinforcement causing preventable loss?	Onboarding, education, lifecycle, progress proof, payment recovery
Offer mix	Can demand shift toward higher-margin, repeatable, or expandable offers?	Packaging, bundles, subscriptions, add-ons, premium options
Handoff quality	Does revenue become healthy delivery, adoption, and cash?	Promise alignment, implementation readiness, ownership, feedback loop

THE CUSTOMER ECONOMICS TEST

Revenue is not equally valuable. Compare segments and cohorts on gross contribution, retention, expansion, service burden, cash timing, and referral behavior.

LEVERS 9-12

Resource focus and cash discipline

9 Channel and campaign focus

Scale, improve, pause, or cut based on pipeline quality, contribution, retention, and incrementality.

10 Team, tool, and vendor waste

Remove, consolidate, renegotiate, or redesign meetings, reports, SaaS, agencies, approvals, and unused assets.

11 Cost-to-profit conversion

Pilot ways existing media, education, events, partnerships, or data can offset cost or create adjacent profit.

12 Cash timing

Improve prepayment, billing terms, activation, cycle time, payback, and the timing between spend and collection.

THE RULE

Profit improves when the company stops funding work that does not create a decision, customer value, learning, or economic return.

THE 90-DAY PROFIT SPRINT

One economic constraint. One cross-functional sprint.

1 0-30 DAYS: BASELINE

Agree on finance definitions. Map contribution by segment, channel, offer, and cohort. Identify the largest leak or highest-confidence lever.

2 31-60 DAYS: TEST

Run one bounded price, conversion, channel, churn, mix, or handoff test. Measure incremental behavior, not only attributed activity.

3 61-90 DAYS: REALLOCATE

Scale credible evidence. Cut or redesign low-return spend and work. Codify ownership, measurement, and review cadence.

GUARDRAILS

Protect customer experience, delivery capacity, compliance, data quality, and future demand. Cost cutting that damages the engine is not profit optimization.

A NOTE FROM ANTONIO

Build the system the business needs next

A useful marketing leader does more than create activity. The job is to find the constraint, improve the economics, and leave a stronger company behind.

Antonio Adams

MARKETING LEADER | GROWTH & ENTERPRISE VALUE

My profit lens starts before cost cutting: price realization, conversion, acquisition efficiency, customer quality, retention, offer mix, resource focus, and cash timing.

EXPERIENCE IN PRACTICE

18+ years in marketing. $50M+ generated across my career. Outcomes include 350% more lead flow, 1,400% more booked demos, 45% lower CAC, 88% lower CPL, and 16x conversion improvement.

THE FULL-TIME ROLE I AM LOOKING FOR

One company where marketing is a real constraint - and where a senior leader can improve growth, profitability, durability, and enterprise value from the inside.

A SIMPLE CONVERSATION STARTER

Is marketing the thing limiting your business?

If the question is worth exploring, use this guide as a diagnostic. Start with the lowest-confidence area, define the evidence that would change the decision, and work backward to the smallest credible intervention.

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