

The RevOps Advantage: Amsterdam Standard's Bold Move

Amsterdam Standard, a company assisting Dutch tech firms in scaling their teams, decided to adopt Revenue Operations (RevOps). They recognized the need for an all-encompassing system that ties together marketing, sales, and customer success.

Implemented RevOps foundations for improved measurement and operations.

Built the basis for successful marketing campaigns.

Streamlined processes across marketing, sales, and customer success teams.

Level Up RevOps and Marketing Expertise

Amsterdam Standard was building their marketing team and needed education, direction, and hands-on coaching from an experienced team. They also required a comprehensive system that encapsulated the entire buying journey.

Amsterdam Standard aimed to scale their business operations efficiently while also developing a skilled in-house marketing team.

From Education to Execution: Comprehensive Revamp

First, we held educational workshops to establish a common understanding. We then developed a content marketing strategy and implemented Hubspot for sales, marketing, and customer success. In addition, we facilitated successful outbound GTMs, including their first webinar which generated an impressive number of leads.

Biweekly office hours were held to address any questions from the teams, and we operated on a Sprint basis using ClickUp.

Finally, we established a data governance system and trained the Amsterdam Standard team to use the new processes.

Building Solid Operational Foundations

This strategy laid the foundations and significantly boosted the development of the marketing team at Amsterdam Standard. Processes were streamlined across marketing, sales, and customer success teams, forming the groundwork for successful revenue operations.

Stakeholders Involved

Initial alignment with the CEO and Founder sets the strategic direction. As the project evolved, the Head of Growth, Marketing, and Delivery Managers took primary roles. MAN Digital provided strategists, consultants, and developers.

About Amsterdam Standard

Amsterdam Standard helps Dutch tech companies scale their product development teams with top-notch talent that's challenging to find in the Netherlands. Their delivery centers and 145+ specialists in Poland offer impeccable services for hassle-free scaling, enabling clients to focus more on their business.

- 145+ specialists
- Works with prominent clients, including MrWork, Scoupy, Channel Engine, Leading Courses, Platform 161, OnRecruit, Vandebroon



Leopold van Oosten
Founder



The team from MAN Digital played a pivotal role in developing a skilled in-house marketing team. They helped us understand the potential of RevOps but also implemented a comprehensive system to leverage it. Their educational workshops and hands-on coaching gave our marketing team a solid foundation to scale our operations.