EXECUTION

Audience

- ☐ Customers
- ☐ Analysts
- ☐ Investors
- ☐ Prospects
- ☐ Press
- ☐ Internal company
- ☐ Partners

Content

CORPORATE COMMUNICATIONS
- ☐ Press releases
- ☐ Analyst briefings
- ☐ Executive communications
- ☐ Deck templates

TOP-OF-FUNNEL
- ☐ Whitepapers & eBooks
- ☐ Webinars
- ☐ Videos
- ☐ Blogs
- ☐ Podcasts
- ☐ Landing pages
- ☐ Industry reports
- ☐ Gifting

MID-FUNNEL
- ☐ Case studies & quotes
- ☐ "Magic" meetings
- ☐ ROI calculators
- ☐ Business value modeling
- ☐ Product data sheets
- ☐ Free trials

Channels

PERFORMANCE MARKETING (PAID)
- ☐ Ads
- ☐ 3rd-party content syndication

FIELD MARKETING
- ☐ Executive dinners
- ☐ Roadshows
- ☐ Industry conferences
- ☐ Speaking engagements

EARNED MEDIA
- ☐ Press
- ☐ Analyst relations

OWNED MARKETING
- ☐ Website
- ☐ Chat
- ☐ Text
- ☐ In-app
- ☐ SEO
- ☐ Social media
- ☐ Email

CUSTOMER MARKETING
- ☐ Digital community
- ☐ User events
- ☐ User reviews

OPERATIONS

Pipeline Motions
- ☐ Account based
- ☐ Lead generation and acceleration
- ☐ Product-led growth (PLG)
- ☐ Upsell & cross-sell

Enablement
- ☐ Sales
- ☐ Partner
- ☐ Channel

Marketing Ops
- ☐ Data strategy & management
- ☐ Tech stack management
- ☐ Reporting & dashboards
- ☐ Campaign execution
- ☐ Website optimization

Metrics & Optimization
- ☐ Conversion analysis
- ☐ Campaign analysis
- ☐ Trend analysis
- ☐ Data insights
- ☐ Attribution

STRATEGY

Target Market
- ☐ Ideal customer profile
- ☐ Stakeholder map
- ☐ Target account list

GTM Strategy
- ☐ Budget & targets
- ☐ Revenue plan
- ☐ Core value prop
- ☐ Pricing
- ☐ Positioning
- ☐ Packaging
- ☐ Use case segmentation
- ☐ Product roadmap alignment

Messaging
- ☐ Value propositions
- ☐ Branding
- ☐ Competitive differentiation
- ☐ Thought leadership
- ☐ Buyer personas

Marketing Framework

The Marketing framework provides an overview of the key elements for designing and managing a successful marketing organization.

SCALE