# Map your decisions to your marketing strategy.

For any marketing decision, run through your strategy map to make decisions faster, stay on track, and win at marketing!

If you get stuck or are unsure at any question, it might mean your marketing foundations aren't in place or need to be reviewed. That's where we can help!

#### **Start Here**

**LEADERSH** 

**MANAGEMENT** 

EXECUTION

Are you thinking about re-doing your website? Maybe you want to launch your product to a new vertical. Or maybe you're trying to figure out if you should go to a trade show or even launch a new product line.

Go through your marketing strategy map below to make sure it's a solid decision that will get you closer to your goals...and not a distraction.

Does it align with our company **vision**?

Will it support/grow towards our company **KPIs**? Do we have the **budget** for this initiative?

Unsure about your vision, KPIs, or budget?

No worries, Foundations First Marketing can help.

Ready to execute your

initiative?

Do we currently have the right staff or vendor skills (or access to them) to complete the initiative successfully?

Will it delight,
educate, or
entertain our target
market?

Does the initiative align with our **brand** message and what we want to be known for?

Does this initiative help us stand out from the competition?

Does our **sales** leadership understand and agree with the initiative?

Does this initiative align with our product marketing efforts?

Is there a way to involve any **strategic partners**?

If you get stuck or are unsure, go back to your marketing foundations. We can help!

this initiative?

How will we track

Do we have the right **tech stack** and tools for a successful initiative?

Move on to tactics!

Great!

SEO

**Paid Ads** 

Content

Marketing

Social

Media

Email & Marketing

**Automation** 

your ideas and then pick the tactics that work with your budget and resources.

Brainstorm all of

How can we best leverage each **tactic** for a successful initiative?

Website

PR, AR, Events

Collateral or Updates

New

#### We made it!

We're ready to add it all to our task management system, assign owners, due dates, and get started!

### Did you find yourself getting stuck or not knowing the answer?

When you have your marketing foundations set up in advance, it makes it much easier to make decisions and move forward. It ensures all of your energy is moving your company in the same direction. Not to mention it aligns everyone on the team!

Want to see how we can help?

Visit www.foundationsfirstmarketing.com

## Foundations First.

Headquartered in Seattle & San Diego
Serving clients remotely

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For established B2B founders and leadership teams, we are the only fractional CMO program with a proven process that prepares you for the next level with confidence.