



# STRUCTURING MARKETING FOR STRATEGIC IMPACT CHECKLIST



## ORGANIZATIONAL SETUP

- ☐ Confirm marketing is part of strategy—not just support
- ☐ Give access to product and sales planning meetings
- ☐ Allow marketing to challenge direction, not just execute
- ☐ Set clear performance goals tied to business outcomes

## BUYER VISIBILITY

- ☐ Ensure marketing listens to sales calls regularly
- ☐ Provide access to buyer interviews or feedback
- ☐ Embed marketing in customer success conversations
- ☐ Use shared CRM or win/loss reports as inputs

## COLLABORATION & ROLE CLARITY

- ☐ Define marketing's role in GTM beyond “leads”
- ☐ Align sales, product, and marketing on definitions of success
- ☐ Remove redundant or disconnected marketing tasks
- ☐ Clarify who owns messaging, campaigns, and strategy



# STRUCTURING MARKETING FOR STRATEGIC IMPACT CHECKLIST



## FEEDBACK LOOPS

- ☐ Use post-campaign reviews to connect actions to outcomes
- ☐ Track how assets move buyers forward—not just downloads
- ☐ Compare what sales pitches vs. what marketing promotes
- ☐ Share learnings cross-functionally—not in silos

## STRATEGIC CADENCE

- ☐ Hold monthly strategy sessions beyond content calendars
- ☐ Use OKRs or a shared roadmap across GTM teams
- ☐ Revisit buyer beliefs and messaging every quarter
- ☐ Tie quarterly marketing efforts to revenue goals

## SHIFT FROM ACTIVITY TO IMPACT

- ☐ Replace “we made this many posts” with “we influenced X deals”
- ☐ Focus on behavior change, not vanity metrics
- ☐ Align campaign themes with actual buyer urgency
- ☐ Build internal trust by showing where marketing creates leverage