

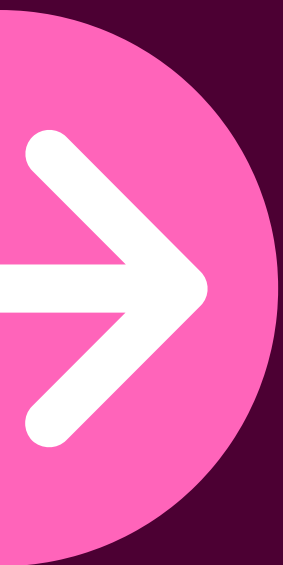
Dasha Randlett Consulting

5 QUESTIONS TO TEST IF YOUR MARKETING IS STRATEGIC



IS MARKETING REACTING OR LEADING?

Do they influence direction or just
fulfill requests?



DO THEY KNOW WHAT DRIVES BUYER ACTION?

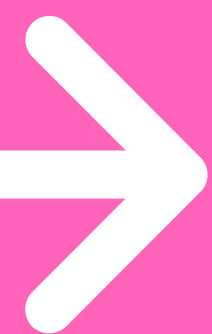
What makes someone say yes or
ghost you?





ARE THEY BUILDING BELIEF, NOT JUST ASSETS?

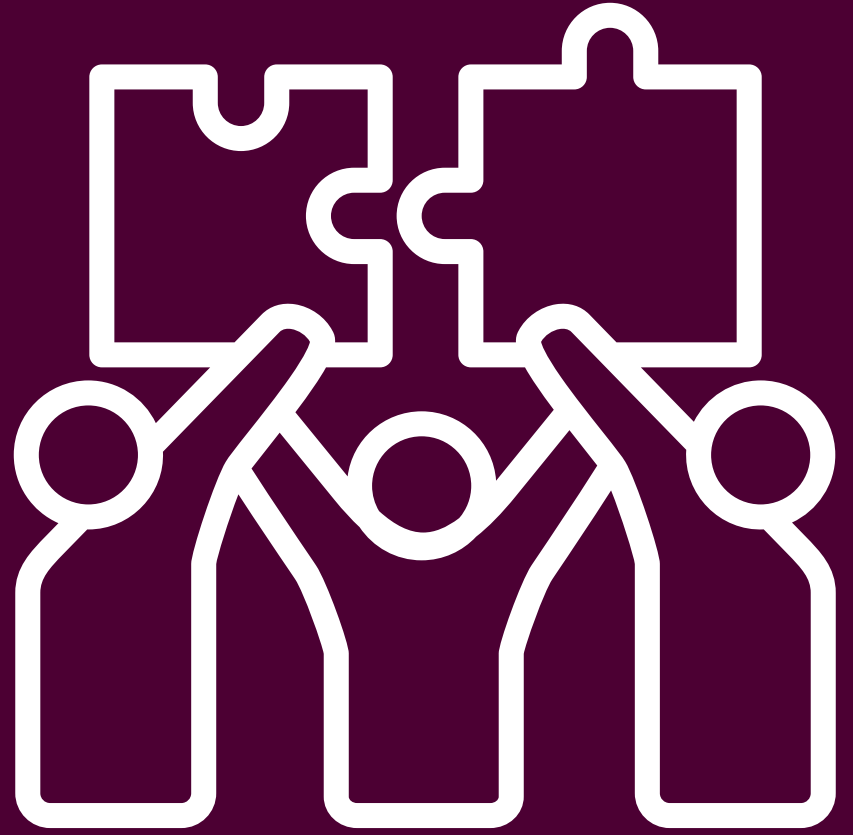
Every campaign should shift
how your market sees you.



DO THEY HAVE ACCESS TO CUSTOMER INSIGHT?

No VOC = guessing.





ARE THEY ALIGNED WITH PRODUCT + SALES?

Shared goals, shared story,
shared accountability.



REAL STRATEGIC MARKETING DOESN'T JUST SHIP.

It shapes the market.

