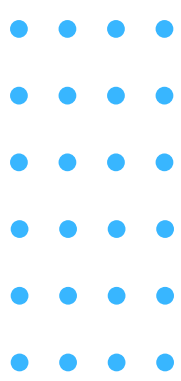


# KEY QUESTIONS FOR MARKETING TEAMS IN AN ACQUISITION



## STRATEGIC ALIGNMENT


- ☐ What is the overall business objective of the acquisition?
- ☐ How will this impact our brand, messaging, and positioning?
- ☐ Are we keeping, merging, or retiring existing brand identities?
- ☐ What metrics will define marketing success during this transition?

## INTERNAL COLLABORATION

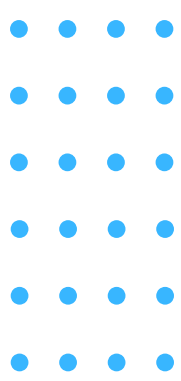
- ☐ Who are the key stakeholders across both organizations?
- ☐ What does each team need to know—and by when?
- ☐ Are our HR, comms, and product teams aligned on messaging and timing?
- ☐ Are there integration task forces or working groups we should join?

## CUSTOMER & PARTNER COMMUNICATION

- ☐ What do our customers and partners need to know now vs. later?
- ☐ Are we prepared to handle tough questions or concerns from the field?
- ☐ Do we have updated contact lists and segmentation for outreach?
- ☐ Is there a single source of truth for customer-facing teams to reference?
- ☐ How will we measure customer sentiment and adjust messaging?



# KEY QUESTIONS FOR MARKETING TEAMS IN AN ACQUISITION



## BRAND & CONTENT

- ☐ Are there messaging conflicts between the two brands?
- ☐ Who owns which brand assets, and are they accessible?
- ☐ Have we established brand voice and tone guidelines post-acquisition?
- ☐ Do we have backup copies of all high-value creative and web files?

## TOOLS, SYSTEMS & PROCESSES

- ☐ What tools are mission-critical, and what can be retired or consolidated?
- ☐ Do we have visibility into analytics across both orgs?
- ☐ Are data privacy and compliance considerations accounted for?
- ☐ Are permission levels and access updated for the combined team?

## TEAM DYNAMICS & CAPACITY

- ☐ Has the team been briefed on what's changing—and what's not?
- ☐ What work needs to stop, start, or shift priorities?
- ☐ Are we staffed appropriately to handle added responsibilities?
- ☐ What can we delegate, automate, or delay?