

How do I know if Outcome Marketing is for me?

Stop doing random acts of marketing and answer these questions with Yes, No, or Somewhat.

 Setup	Yes	No
01. Strategic Clarity Are you certain about the strategic bets you're making?	<input type="checkbox"/>	<input type="checkbox"/>
02. Product-Market Alignment Have you achieved product-market fit?	<input type="checkbox"/>	<input type="checkbox"/>
03. Brand Storytelling Do you effectively communicate your brand's story?	<input type="checkbox"/>	<input type="checkbox"/>
04. Brand Storytelling Is your mission, vision, and values distinctly established?	<input type="checkbox"/>	<input type="checkbox"/>
05. Market Segmentation Have you accurately narrowed down your market segment?	<input type="checkbox"/>	<input type="checkbox"/>
06. Target Audience Understanding Are your Ideal Customer Profile (ICP) and personas meticulously documented?	<input type="checkbox"/>	<input type="checkbox"/>
07. Market Positioning Are you certain about the strategic bets you're making?	<input type="checkbox"/>	<input type="checkbox"/>
08. Brand Definition Is your brand clearly and compellingly defined?	<input type="checkbox"/>	<input type="checkbox"/>
09. Team Alignment Is there alignment within your team on mission and goals?	<input type="checkbox"/>	<input type="checkbox"/>
10. Financial Alignment Does your budget reflect and support your business goals?	<input type="checkbox"/>	<input type="checkbox"/>
11. Performance Metrics - Have you identified the key metrics to gauge your success? - Do these metrics sync with your overarching business goals? - Are they representative of your pivotal growth channels? - Is there a balanced mix of short-term and long-term metrics?	<input type="checkbox"/>	<input type="checkbox"/>

How do I know if Outcome Marketing is for me?

Stop doing random acts of marketing and answer these questions with Yes, No, or Somewhat.



Execute

Yes No

12. Alignment

Is your team aligned with your goals and budget?

13. Data Management

Is your prospect and customer data systematically organized?

14. Lead Management

How do you intend to nurture leads?

15. Technology & Automation

- Which tools form your MarTech stack?
- Are your CRM and CSM systems effectively integrated?
- Which processes have you decided to automate?

16. Team Structure & Understanding

- Who comprises your team?
- How is your team structured and designed to operate?
- Does everyone comprehend your Go-to-Market (GTM) motions?

17. Content & Messaging

- Do you have a consistent content creation process?
- Which conversations are crucial for you to lead?
- How do you plan to use different channels to communicate your story?
- Does your website effectively narrate your story and generate leads?

18. Events & Engagement

- What's your overarching events strategy?
- Are you participating in national industry events?
- What about regional conferences or local customer gatherings?
- How are you leveraging digital events?

How do I know if Outcome Marketing is for me?

Stop doing random acts of marketing and answer these questions with Yes, No, or Somewhat.

 Scale	Yes	No
19. Product Marketing Efficiency Is your product marketing function optimized and effective?	<input type="checkbox"/>	<input type="checkbox"/>
20. Pricing Strategy Have you developed a pricing model that's both consistent and compelling to your target audience?	<input type="checkbox"/>	<input type="checkbox"/>
21. Product Launch Are your product launch capabilities detailed, repeatable, and robust?	<input type="checkbox"/>	<input type="checkbox"/>
22. Competitive Intelligence Do you possess in-depth knowledge about your competitors' strategies and offerings?	<input type="checkbox"/>	<input type="checkbox"/>
23. Customer & Community Engagement Have you established customer advocacy and community programs to bolster loyalty and referrals?	<input type="checkbox"/>	<input type="checkbox"/>
24. Partnership & Sales Acceleration Do you operate a partner program designed to expedite your sales process?	<input type="checkbox"/>	<input type="checkbox"/>
25. Sales Enablement & Support - Is there a structured sales enablement process in place? - What tools are supporting your sales enablement efforts? Do you conduct regular sales call reviews and training sessions? - Are essential sales artifacts like sales decks, solution sheets, battle cards, and case studies readily available and updated?	<input type="checkbox"/>	<input type="checkbox"/>

If you answered 10 or more questions with "No", then Outcome Marketing is definitely for you.

[Book a consultation](#)