

15 Questions to ensure marketing success

1
Is it clear who the target customers are?



2
Are sales targets realistic for the size of the audience?



3
Is the product positioning clear?



4
Does the product or service solve a significant customer problem or need?



5
Is the customer purchase journey clearly mapped?



6
Are sales and marketing processes aligned to the customer purchase journey?



7
Do marketing activities match the length of the sales cycle?



8
Is the marketing content compelling?



9
Is the content available where customers go to look for information?



10
Is all marketing (messages, content, imagery and channel preferences) customer tested?



11
Are customers that aren't ready to purchase part of a nurture programme?



12
Is progress along the customer journey measured regularly to identify problems in the funnel?



13
Is there a post-sales plan to retain customers and ensure referrals?



14
Which marketing activities give the best return on investment?



15
Is there a learning framework to capture what marketing works and what doesn't?

