

# Things to Consider Checklist - Go-To-Market (GTM) and Integrated Marketing Campaigns

## Strategy & Alignment

- Redefine Clear Goals and KPIs:** Set SMART objectives and KPIs aligned with business outcomes, such as revenue, brand awareness, or lead generation.
- Strengthen Sales and Marketing Alignment:** Foster collaboration between sales, marketing, and customer success teams to ensure unified messaging and seamless handoffs.
- Foster a Data-Driven Culture and Collaboration:** Encourage continuous improvement through training, shared insights, and alignment on goals and metrics.
- Conduct Thorough Competitive Analysis:** Regularly benchmark against competitors to identify opportunities, threats, and areas for differentiation.

## Audience & Market Intelligence

- Deeply Understand and Segment Your Target Audience & Buyer Groups:** Use market research and AI to define ICPs, buyer personas, and segment audiences by behavior, needs, and roles.
- Map and Analyze the Buyer Journey & Buyer Group Dynamics:** Document the full path from awareness to retention, recognizing the unique needs of different stakeholders.
- Utilize Business Intelligence (BI) and Competitive Intelligence (CI):** Leverage BI and CI tools for internal and external insights to inform strategic decisions and anticipate market shifts.
- Gather and Utilize Customer Feedback and Social Proof:** Collect and analyze customer insights to refine messaging, improve offerings, and build credibility through testimonials and case studies.

## Content & Channel Execution

- Develop and Refine a Comprehensive Content Strategy:** Plan content around key themes and buyer needs for each journey stage, updating regularly for relevance and performance.
- Focus on Creating High-Quality and Engaging Content:** Deliver educational, inspiring, and problem-solving content using diverse formats, storytelling, and visual elements.
- Optimize for Search Engine Optimization (SEO):** Implement keyword research, on-page optimization, and backlink strategies to improve organic visibility and attract relevant traffic.
- Plan for Integrated, Multi-Channel Distribution:** Distribute content across the most effective digital, social, and offline channels, ensuring consistent messaging and engagement.

## Technology & Automation

- Integrate Data Systems:** Centralize data from CRM, MAP, and ERP for a unified customer view and more accurate decision-making.
- Leverage Data and Analytics Extensively:** Use analytics platforms to track performance, measure KPIs, and inform optimization efforts.
- Implement and Optimize Marketing Automation:** Automate repetitive tasks and personalize outreach based on user behavior and triggers to increase efficiency and effectiveness.
- Leverage AI and Machine Learning Across Marketing Functions:** Apply AI for deeper insights, segmentation, content personalization, and campaign optimization.

## Conversion & Advocacy

- Utilize Lead Magnets and Gated Content Strategically:** Offer valuable gated resources to generate leads while balancing with ungated content for visibility and SEO.
- Focus on Conversion Rate Optimization (CRO):** Continuously test and improve website and landing page elements to maximize conversions and reduce friction.
- Implement Lead Nurturing Strategies:** Create automated, personalized nurture sequences to guide prospects through the funnel based on their engagement.
- Consider or Optimize Employee Advocacy Programs:** Empower employees to share branded content, expanding reach, trust, and engagement through their networks.

Want to understand the next steps for your own program? Email us to get started.