

Is Your Marketing Actually Driving Growth?

Use this checklist to quickly assess whether your marketing is a true growth driver or if it's leaving opportunity on the table.

Growth Alignment

- ☐ Our marketing goals are directly tied to overall business growth.
- ☐ Sales and marketing operate on shared KPIs and meet regularly to share intel.
- ☐ Messaging is consistent across sales, marketing, leadership, and external channels.
- ☐ We have clearly defined buyer personas & ICPs documented and prioritized.

Revenue Growth & ROI

- ☐ We can connect campaign results directly to our brand awareness or revenue goals.
- ☐ Cost-per-lead, customer acquisition costs, and marketing-sourced pipeline are tracked and benchmarked.
- ☐ Underperforming campaigns are adjusted or cut based on accurate data.
- ☐ Marketing reports focus on revenue and pipeline impact, with clicks and impressions to support the data.

Market Impact & Momentum

- ☐ Our marketing has a unique viewpoint and strengthens our brand reputation and thought leadership.
- ☐ Our sales velocity is consistently improving (shorter cycles, higher win rates, better meeting quality), and the field confirms it.
- ☐ Customers and prospects are actively engaging with our brand (reading content, attending events, etc.)
- ☐ Marketing insights are being used to inform product, solutions, and business strategy.

If you checked 0-4 boxes:

At Risk

You're focused on activity, not outcomes. Time to align, measure, and build a new strategy.

If you checked 5-8 boxes:

Strong Base

Try taking a more disciplined approach to where you invest and sharpen what makes you different to accelerate growth.

If you checked 9-12 boxes:

Growth Engine

Your marketing is aligned and driving growth. Double down on what's working and focus on category leadership.

Next Step

Let's make your marketing extraordinary.

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