

5 Signs You Have Cracks in Your Marketing Foundations

**Symptoms to watch out for,
what it's costing you,
and what you can do about it.**



How to use this content...

Start by identifying issues early.

The sooner you fix your foundations, the less time and money will be wasted.

And, of course, we made this ebook so you can see how we approach the issues of a growing B2B.

If you're serious about marketing and love your business, our program is built to help you get control of your marketing so you can stop spending time and money on tactics that aren't working.

We're here when you're ready:
www.foundationsfirstmarketing.com



Introduction 4

Founders and seasoned CMOs need to keep an eye out for cracks forming in their marketing foundations. Why? Because cracks spread and they spread fast.

FOMO (Fear of Missing Out) 7

Does fear keep you from shutting down useless marketing tactics or prevent you from saying no to random requests and ideas?

Scattered Tactics.....14

Do you have the power to say no to shiny and distracting tactics?

Endless Review Cycles 19

How many blog posts sit in your “to review” folder? Do you hesitate to hit publish? Do you review content more than once?

Living in Reactive Mode..... 23

Are you and your team always “on fire?” Do you stressfully complete common tasks right under the wire? Has your email inbox become your to-do list? If this sounds familiar, you may be suffering from “hurry sickness.”

Second Guessing Vendors & Staff27

Do you get sidetracked by every “free audit” offer instead of trusting your team?

Take Action 31

Here’s where to start fixing these cracks before they become costly problems.

“We didn’t have a well-defined path forward to launch our marketing program in a strategic way. After our first meeting, expectations of what we were embarking on became clear...**having a solid foundation to build from is invaluable.**”

- Dean Hill, President, VisibilEDI

Cracks spread and they spread fast.

If you're a founder or seasoned CMO, you need to keep an eye out for cracks forming in your marketing foundations. Why? Because cracks spread and they spread fast. In the world of B2B marketing, they often appear as minor mistakes. Maybe you just haven't been feeling that good buzz lately when your campaigns launch. Or perhaps you find yourself revising more and more content.

It starts slowly at first, but watch out, 'cause a storm is coming.

Before you know it, the exec team is reviewing content, sales reps are going off script to "try something new," and you suddenly see posts about Taco Tuesday on your social feeds. (BTW, Taco Tuesday usually has diddly over squat to do with your brand. Or your message. Or, well, anything at all).



This, my friends, is what happens as a company grows. The team stops using their messaging framework. No one talks about the target market personas anymore. Nobody can even find the original logo files. So, everyone's been repurposing a low-res jpeg in presentation decks for the past year. Can you tell we're all too familiar with this scenario?

What's at stake?

It might sound like trivial pet peeves. I mean, is a low-res image in a slide deck going to make or break the sale? Probably not. But when you multiply that small fracture with other issues, your crack gets exponentially bigger. Pretty soon the costs become too real to ignore.

Consider...

- The extra time it takes for multiple rounds of revisions for every single piece of content created when one round should suffice.
- The wasted effort of campaigns created on a whim without checking if they're aligned with your brand positioning.

PRO TIP: LEARN THE CONCEPT OF "COMPOUNDING DEFECTS"

This is a fun construction term. We are, after all, talking about foundations here.

In short, if your foundation has a small defect, it might not seem like a big deal. However, as the building gets taller, that defect compounds.

By the time you build to the upper floors, that small error or misalignment suddenly means you have a very real problem on your hands.

Why does this matter?

Take content marketing as one small example.

If your brand messaging is defective, then you may waste years of creating content around the wrong concepts. Once you realize your error, it's like trying to right the Leaning Tower of Pisa. You have to start with the ground up, and that can be a slow and painful process.

Live your best marketing life starting with your foundation.

- The marketing efforts that you've been doing for years (I'm looking at you, social media) that haven't produced anything. Yet, you keep posting for the sake of posting because...well...no one knows what else to do. You shrug and think, might as well keep on keepin' on.
- The retainer you have with that PR agency. Never mind you've forgotten what your message is. But, hey! You're getting press! Who cares if it's on-message or not? You're in Forbes!

What's the point?

We believe marketing is absolutely magical when everyone is in alignment and on the same team. It's more fun. It's more profitable. It's more creative. And it's a damn-right more efficient.

Check out the 5 cracks we see the most. Do any of them resonate with you or your team? We've even included some tips on how to start patching the holes to keep the cracks from spreading. And, of course, if you hit more than one, well, we're just a call or email away. Our program is designed to make sure everything is in place so you can live your best marketing life.



1 Fear of Missing Out

Fear of missing out (FOMO) can happen even if you're technically doing something. FOMO can prevent you from *stopping*. Perhaps you've always done it this way. Or you just think you should be doing it.

We hear this a lot when it comes to email marketing and social media. There is a very real fear of *stopping*.

Let me ask you this: Do you honestly think your customers or prospects would call you to make sure everything's okay if you didn't send out your weekly newsletter? Or what if you stopped

SAMPLE OBJECTIONS WE HEAR WHEN WE TALK ABOUT SHUTTING DOWN SPECIFIC TACTICS:

Yes, we've really heard these from clients.

Social media objections sound like:

"...but we got 2 likes on our post last week."

"Won't we look dead if we don't post?"

"But I hired my niece to handle our social media and she really likes Instagram."

Email marketing objections sound like:

"But we've done a newsletter for years."

"How else are we going to stay top-of-mind?"



posting on social media? Do you truly think you'd be missed? If so, how long would it take? If you are not delighting your audience with emails and social posts, then maybe it's time to give those channels a second look. You know, figure out how you can use them better.

This is when I usually hear an awkward silence or get really concerned looks on a Zoom meeting.

Yes, you actually can *NOT* send out so many damn emails. Mind blown, right?

And that social agency you hired that's posting about National Doughnut Day? How painful is it to read a post that lamely ties doughnuts back to your software? Has that agency ever used or demo'd your software? Uh, they can probably go, too.

If you've read this far, you're probably feeling pretty darn uneasy. Let's talk it out before you send me an angry email.

Pro tip:

If you're unsure if a tactic is moving you forward, track it.

Then either stop doing it or make it better.

It's that simple.



Primary root cause:

This might come as a surprise, but the root cause of FOMO is actually **tracking and analytics**.

If tracking and KPIs aren't measuring the right things, you can't possibly make an informed decision. Let's face it—you need data. It's far easier to decide if your resources might be better spent elsewhere if you know your ROI for each activity.

If you have cold hard data telling you your weekly newsletter is doing jack shit for your bottom line, then you can kill your newsletter with confidence.

Or maybe the numbers are encouraging and you're seeing some lovely up-and-to-the-right graphs of engagement. If so, it's time to revisit how you're utilizing email and spend some effort to make it even more valuable to your audiences. Let's ride that train!

Do you see how tracking is to blame on this one? If you're making decisions based on your gut, the pet projects will stay in play. They will never get better. And they'll never die. They will just be there—zombie projects that take up precious time and resources.

TRACKING MEANS DEFINING CONVERSIONS

Do you know what a "conversion" really means at your company?

Is it a form submission? For what? For a demo request or does that include a white paper or ebook download?

What about webinar registrations? Is that a conversion?

My point is not all conversions are of equal value.

Take a few minutes and review or create documentation defining what, specifically, a conversion is at your company.

This exercise alone has cleared up an awful lot of misunderstandings across departments and external vendors.



Contributing root causes:

Target markets aren't clear: If you know who you're talking to, it's easier to say "no" to tactics that won't reach your audience effectively. You make decisions from the lens of your target markets. If the lens is blurry, well, your tactics will be too.

Vision & purpose don't exist: It's much easier to determine if the tactic in question is going to help get you there when you know exactly where you're trying to go. And vice versa. If you have no direction, then who's to say that your weekly newsletter is a bad idea? There is no goal or direction to help you one way or another. Every direction could be the right direction!

What it looks like:

Here are some of the exact phrases we hear from clients when FOMO is at play:

THE TARGET MARKET LITMUS TEST

Keep your target market details handy and use them when making every single strategic or tactical decision.

Simply ask, "would our ideal customer like this?"

If it's anything other than "they will love this!" then reconsider.

You might just be adding tactics because you have a fear of missing out.



“We’ve always done it this way” is an oldie but goodie. If you’re onboarding someone new and you hear your current team members use that phrase even once during training, you know you’ve got a problem.

Everyone should know *why* they are working on something. They need to know *what* it does for the company. Without the *why* and *what*, your team can’t align to your goals. That’s when you’ll hear, “I have no idea why we do this.”

You wonder, “Is this bringing us any leads, ‘cause it’s a lot of work?!” Most often we hear this phrase when thinking about trade shows and social media. Both are a lot of work, but often the payout isn’t measured. You may simply not know if these bring in any leads or if they’re worth the cost.

During COVID, many companies had to replace their traditional trade shows with something else – that budget went somewhere. I’m sure it was a wake-up call for a lot of companies since they were forced away from trade shows for at least a year – maybe even two. Check your own stats – did you miss out on sales leads? Or is it possible your team found another way to engage with prospects for half the cost?



What it feels like:

It might start off as a general annoyance and questioning why you're doing something, but it can quickly turn into half-assing. As in, if I don't know *why* I'm doing something, does it really matter if I do a good job?

If there's no metric to measure against, then staff can post a blog just to be able to say, "I posted a blog." It's like, "I post 3 blogs a week on social media. It might be about Taco Tuesday; it might be about National Doughnut Day. Seriously, dude, I have no idea why we're even doing this." When there are no measurable goals, purpose fades to black.

Without purpose, lethargy sets in. A general sense of "good enough" hangs heavy in the air. No one ever pushes to make things better.

The worst part is that staff will stop pitching cool, creative ideas. The office will start to get quiet. Slack channels will slow down. Instead of ideas, there are blamestorming sessions and reminders about blocked approvals.

**You didn't start
your company
to be "just ok."**



What it's costing you:

Here's the real cost!

Next time you question why you're doing something... do the math.

How much revenue is it bringing in? - How much time and money does the tactic cost?

Then take it the next step and ask, "Given that information - and all of the tactics we've got onboard...could we spend that money elsewhere and get more ROI?" It's really all about *opportunity* cost. By NOT doing A, you get to do more of B, and get more leads/revenue.

Get it? Do more of what's working and shut down tactics that aren't doing anything for you!

LET'S DO THE MATH:

How much potential or real revenue is it bringing in?

- How much time and money does it cost?

Is there a positive ROI?

Could you get better ROI with another tactic?



2 Scattered Tactics

This is also known as shiny object syndrome. I'm going to ruin your fun on this one. Ready? Not every company should be on TikTok. Not every company should have 100,000 subscribers to their YouTube channel. Hell, not every company should even be using marketing emails. And dear lord, not every CEO should be on Twitter. I think we've all seen what happens when people of influence let it rip on Twitter. The internet doesn't forget, folks. This isn't Vegas.

So how does this happen? I'm all for adding new tactics, but it's like I tell my kids...you can have a

**You don't
have to
post on all
social media
networks.
Really, you
can stop
now.**



new toy when you've given away an old toy. As in... when you shut off something that isn't working, or have optimized it so much that you earned some time and money back, then sure, let's try something new. But let's be a little strategic about it. Let's not launch a merch store over the weekend 'cause we thought of a clever t-shirt no one will buy.

Primary root cause:

You might want to blame the C-suite for introducing most of the shiny objects, but **target markets** are the real culprit. If they are unclear, undocumented, or just plain wrong, you have no litmus test for the new tactics.

Conversely, if you have strong, detailed, well-thought-out target markets, your tactical decisions become easy. New idea? Great! How will that resonate with our target audience personas? How should we go about executing it to delight the target market? Who else is using this tool for this audience?

See how that works?

LOOK! SQUIRREL!

Just because there is a cool new app with a free trial that promises to automate your marketing and bring in a boat load of new clients... doesn't mean you should spend a whole day playing with it.

Keep your focus on your target markets first before you go down the cool app rabbit hole.



Contributing root causes:

Tracking isn't meaningful: If you know what tactics are bringing home the bacon, you end up a helluva lot more focused on only tactics that work. See #1 again.

What it looks like:

We often see this come from the top down after a board of directors meeting or a leadership offsite. Why? Because people like to seem "in the know" and want to know why a company isn't doing something they see all over the news. It sounds like, "Hey, how come we're not on XYZ network?"

If the marketing team doesn't have a plan and doesn't have those target markets at the ready, then how can you tell the VP or C-suite exec or board member "no" to an idea? If you do have your target markets handy, then you can simply say, "Glad you asked! I agree that's a super

TRY THIS!

When someone asks if you're doing a specific tactic you can refer back to your strategic marketing plan.

Make them feel heard and appreciated, but don't derail your team to go down a research rabbit hole.

Practice this phrase:

"Wow, that's a great idea. Thank you for sharing it. That's not in our immediate marketing plan, but we will definitely keep an eye on it and dig deeper when we build our plan for next quarter."

See how much easier that is than burning an entire day (or more) trying to find a reason to do, or not do, a new tactic?



cool network. However, our target market, ABC, isn't adopting it just yet. We're keeping an eye on it in case it starts to trend that way."

See that? Problem solved.

What it feels like:

If I'm honest, it feels like a three-ring shit show when tactics are all over the place. Nothing takes priority. Everything is rushed because you're doing too much. You feel like you're not doing your job if you're not everywhere.

In other words, it doesn't feel great. It's damn near impossible to be successful at executing *everything* when you can't focus on *anything*.

"If everyone's special, no one is." – Incredibles



What it's costing you:

I don't think we talk about morale enough, because the perception is that marketing staff are a dime a dozen. I'll let you in on a little secret. They aren't. The good ones are really hard to find. If your team is scattered, job satisfaction may dip to dangerous levels, and you'll end up spending precious time trying to restaff your department. I think we all know what a setback that can be.

And if your staff sticks around, begrudgingly, chances are nothing is getting done well. Maybe it's passable, but it could be a whole lot better and more effective if the staff could focus only on the tactics that really matter. Yeah, the fun new stuff is awesome, but maybe try to optimize the tactics that are working well first.



3 Endless Review Cycles

If you have blog posts and white papers drafted but unpublished, this marketing foundation crack is for you. I've been there myself. Many times.

If I create a blog post or any piece of content that just doesn't "feel" right, it tends to sit on my desktop for months. Meanwhile, my content team is bugging me for approval, but I just can't seem to sign off on it. If you've been there too, it's likely because you don't have your brand messaging documented or your team trained on how to use it. I found that one out the hard way.



Think about the amount of time wasted on that piece. Your writer's time. And of course, the time *you* waste reviewing the same content over and over again. All that time, and it's still not quite right. These endless review cycles tank your team's morale and eat up precious time and money that you could use to actually grow your business.

Primary root cause:

Brand message is unclear or not documented – or not used and gathering dust in a drawer. If your brand messaging is clear, every piece of content produced should align beautifully. Approvals flow effortlessly.

Contributing root causes:

When your brand messaging is a bit of a junk drawer, it's likely that your **vision and purpose** or **target markets** are also unclear. If you don't know who you're talking to and why you exist, it's damn hard to put together a messaging framework.

WHERE'S YOUR BRAND MESSAGE?

Your brand message is a living document and should be easily accessible by the entire company.

Where's yours?

Pro tips:

- Make sure everyone knows where the latest version lives.
- Create a process for communicating any updates to the entire company (make it fun if you can).
- Keep a cheat sheet on your desk or attach it to monitors so everyone has the talking points handy.
- If you're the founder, practice your talking points. Then, when the press calls you for a quote, you'll know how to tie the question back to your brand position. It's a tried-and-true political strategy.



What it looks like:

There are a couple shades of what this looks like. First, drafts sit on desktops and never get published. Second, even if they do get published, no one shares them out and repurposes the content, because they don't like them.

Go through your files and see how many drafted blog posts, eBooks, and white papers or video scripts you have lying around that never made it to production.

Check to see if you even attempted to repurpose your last blog post – did you share it once on LinkedIn and that was it? Or did you slice and dice it so you could squeeze all the marketing juices out of it?

In other words, did you publish it just to publish it? Or were you damn proud of it and excited to share it with your audiences?



What it feels like:

Logistics aside, endless review cycles feel, well, endless. And hopeless. There are all sorts of momentum-killing emotions with this topic. Maybe you're scared to share things or embarrassed to share your latest blog post. Perhaps you want to fly under the radar but are glad you finally hit "post."

It's a gross, horrible feeling. If marketing and sales feel "icky," you're doing it wrong. It should feel awesome to share relevant, helpful content with your target market! If you're not feeling good about your content, it's time to revisit your brand messaging.

What it's costing you:

All that haphazard and never-fully-pushed-out content adds up. That's costly. You should be excited to share out your content and tell the world it exists. If you aren't telling people about it, save your money.

Why create the content in the first place if you don't want people to find it, read it, and contact you?

**If you're
hesitant to
share the
crap out of
your latest
content,
something
is very, very
wrong.**



4 Living in Reactive Mode

When you're in reactive mode, you're rushed, anxious, and overwhelmed. You feel like you can't get it all done. It's a feeling we know and hate.

We all know when key analyst reports are coming out. We know when award applications are due. We're clear on when annual conferences are. Board of directors' meetings? You damn well know when they're scheduled!

So, if we know all these important dates, why in the hell are some marketing departments constantly on fire? Why is everything a huge rush all the time? Sure, it can happen

LOOK UP 'HURRY SICKNESS'

Apparently this is a thing and can lead to lower quality work, severe anxiety, and burn out.¹

¹ https://www.huffpost.com/entry/signs-of-hurry-sickness-how-to-deal_l_6081d78de4b0dff254039874



occasionally, but in general, the timeline for the year is pretty much set.

If you're experiencing a lot of rushing, panic mode, team stress, you're suffering from living in a reactive state. Marketing should be leading more than reacting. But don't worry, we've seen this enough to know why it happens and what to do about it.

Primary root cause:

Living in reactive mode happens when you don't have a plan. I don't just mean a tactical plan. I mean a core **vision and purpose** for the company. If you don't know where you're going, you can't plan on how to get there. And you sure as hell won't have the power to say no to random rush requests.

No plan. No direction. No reason to do something or not do something. Those in reactive mode simply make themselves busy to look like they're doing something.

Contributing root causes:

When you have a plan to get somewhere, you have built-in guardrails to keep you moving in the right direction. **KPIs** help with that. They act as a guide to keep you on the best path to your goals. If the rush request doesn't align with your KPIs and your vision, don't do it. See how easy that is?

Believe it or not, we also see **staffing and vendors** as a contributing cause. You can't be confident tasks are being handled if you haven't set out clear scope for staff and vendors. Tasks and responsibilities get diffused. Things get missed. When that happens, everyone rushes around trying to patch things up at the last minute.

What it looks like:



This is a fun one because it can look like:

- Scrambling to prep a presentation for a board meeting.
- Researching a marketing tactic because a random salesperson or board member asked about it (for example, a board member might ask why you're not on TikTok, so you spend all afternoon getting stats and best practices for why you're not on there).
- Big reporting requests coming in at 4 pm on a Friday – or you're the one asking staff for facts and figures for a Monday morning meeting.
- No one takes a vacation. Ever. How can you ever *schedule* time off and actually *take* that time off without fearing that everything is going to fall apart?
- Here's the big one that might trigger a lot of managers: if you hear the usage

of the royal “we” in meetings when tasks are assigned. It sounds like, “We’ll prepare the new trade show booth graphics” instead of “Tony is going to prep the new trade show booth graphics.” Do you see the difference?

If one person owns the task, you're in the clear. This comes back to scope for staff and vendors. When it's not clear, things get missed and rushed.

A word to the founders and execs reading this – if you say “we” during meetings and think it's not a problem, take a look at your team. Chances are you're burning out one of your A-players who pulls a late night to meet deadlines and you don't even know it.

What it feels like:

Always being reactive feels like you're



playing defense. It's exhausting and stressful and demoralizing. Talk about feeling out of control! It can also lead to imposter syndrome, which can affect all your decision-making.

What it's costing you:

Living in reactive mode means you're likely off your path. Every single distraction and side project prevents you from reaching your goal. While you likely feel important because you're busy all the time, is your busyness getting you to your goal? Probably not. If it is getting you to your goal, then it should have been planned for.

Look, stuff is going to come up, but it having to scramble and rush to get things done should be the exception--not the rule.

Slowing down has a cost, but weigh that against the cost of higher staff turnover due to burnout. Don't piss off or burn out your A-players. The cost of onboarding new staff is high.

This brings us to our final symptom that you have cracks in your marketing foundations...



5 Second-Guessing Vendors & Staff

Do you trust your staff and vendors? When you ask about their tactics, do you trust what they tell you, or do you get a second opinion elsewhere? Maybe you even Google your question to check their answer.

I started out as a traditional marketing agency and would get calls constantly from founders and execs asking if their vendors or staff were doing something right. The execs trusted my opinion (a stranger) more than their own team. This phenomenon is proven by scientific studies¹, but it's dangerous and costly in the workplace. We're not talking about movie recommendations here – we're talking about potentially costly shifts in marketing strategy.

¹ <https://bigthink.com/what-really-motivates-us-to-trust-others>



If you're second-guessing your team, you definitely have some cracks in your marketing foundations.

Primary root cause:

The root cause of **second-guessing staff and/or vendors** is not providing them a clear scope and expectations. It's easy to tell whether the person is performing when you are crystal clear on job objectives. If you're unclear, then you have no basis by which to judge their performance. How can you tell if they are trustworthy or not? How can you determine if they have a reasonable opinion or if they are full of shit? If a staff member or vendor is consistently on top of their job, you're likely going to trust them and not waste time Googling or getting second opinions.

Contributing root causes:

KPIs are a big one here as they act as guidelines to keep everyone focused. If staff members or vendors aren't dialed into those KPIs, they might go off the rails and try to meet some other random metric goal. Watch out for that. Make sure everyone is aligned on the goals. Keep those vanity metrics out of your KPIs (total website traffic, follower counts, etc.).



What it looks like:

You likely receive as much spam as I do in your inbox. Have you seen the ones from SEO companies saying your SEO is busted and they will give you a free audit? If you already have someone in charge of your SEO but every time you get those spam emails you think, “Huh, maybe I should get the free audit. After all, it *is* free,” then you have a problem, my friend.

You shouldn't even give those spammy emails a second look. The fact that it draws your attention means you're not thrilled with your existing resource. Something is amiss.

I'm picking on SEO, but this is true for any specialty. Asking around for second opinions is a huge red flag. You deserve a team you are proud to work with and a team you trust. Sometimes it's not even a staffing change that needs to happen; sometimes it's as simple as aligning objectives and fine-tuning job scope. Not to worry. It's often a much simpler fix than you might think.

**You deserve
an A team.**

**Don't settle
for less.**



What it feels like:

Not trusting your team (internal and external) feels like you're alone. Chances are you're spending a lot of time triple-checking tasks and Googling way too much. You can be surrounded by a huge team and still feel completely alone if you can't trust anyone. You might think they are just clock punchers and don't care as much as you do.

This doesn't feel good.

What it's costing you:

Not only is this costing you a ton of physical time, but it's also costing you a lot of valuable mental energy. You need to stay in your area of unique brilliance, not getting sidetracked by Googling the latest SEO trend. Get my point? Keep your eye on the prize, and if you're not thrilled with your team, make a change. But adjust the staff or vendor scope first. Then, if you really need to, swap out the team.



Take action.

If you're a GenXer then you'll likely remember the catch phrase "knowing is half the battle" (thank you Saturday morning cartoons and G.I. Joe).

Seriously though, identifying cracks in your marketing foundations early is half the battle. Figure out where you're leaking time and money and start patching things up.

1 FOMO (Fear of Missing Out):

Get your tracking and analytics working for you so you can quickly determine the ROI of each marketing tactic. Then you can confidently shut off what isn't working and spend more resources on tactics that are bringing home the bacon.

2 Scattered Tactics:

Dust off your target market personas! Make sure they are updated, accurate, and train your staff and vendors to use them. They should be printed, distributed, and covered in coffee stains from so much use. Maybe you need a life-size cardboard cutout of your avatars to keep your target audience top of mind. Just sayin' that's a thing.



3 Endless Review Cycles:

Document your brand message and consider laminating it and attaching it to monitors. Before you even look at another piece of content ask the writer “have you reviewed the brand messaging documentation and is this content aligned?” You’ll be amazed at how that will stop a review cycle immediately, and it trains your team that you mean business. Your brand message is serious. Treat it that way. It’s non-negotiable for all content. It aligns, or it doesn’t get published. End of story.

4 Living in Reactive Mode:

If you’ve been in this mode for a long time, start by planning out just one quarter – a 90-day sprint. Get the team together and get everything on paper (or in your project management system). Try committing to

only those tasks for 90 days. Any off-the-cuff great ideas go to what we call the “parking garage.” It’s a repository of the great ideas. The idea isn’t lost, but it also doesn’t derail planned projects.

5 Second Guessing Vendors and Staff:

Get out your staff and vendor list and take a good hard look at your team. Would you grade anyone below an A? If they are a B, can they be trained up to make them an A? If not, consider getting them off the team. Don’t forget every vendor when you do this exercise. This includes the random guy you email when something goes wonky with the website. Who makes you cringe when you must get something from them? You see my point? We have some fun tools to help with this, so please reach out. We are happy to share our templates and insights.

What's Next?

We've been in this game for a long time and have seen a lot of early symptoms of larger marketing problems.

We've highlighted just five to get you started.

In our Foundations First program we review 20 marketing foundation elements and dig deep to find where you're leaking time and money. It's like a home inspection but for your marketing.

We love what we do and love helping businesses level up their marketing infrastructure. And our clients love the sense of relief and confidence that comes from having a plan of action.

Here's what some of our clients have said:

"We didn't have a well-defined path forward to launch our marketing program in a strategic way. After our first meeting, expectations of what we were embarking on became clear... **having a solid foundation to build from is invaluable.**" – Dean Hill, President, VisibilEDI

"The most significant improvements are in our productivity—knowing what to do in what order, knowing how to do each step, and being **confident** that we're moving in the right direction." – Tom Schecter, COO, Much Smarter

We look forward to meeting you!

We're standing by when you're ready to get your marketing foundations in order.

Book your consult at
www.foundationsfirstmarketing.com