

1 High-Level Marketing Tasks

HIGH-LEVEL MARKETING TASKS

KNOWLEDGE
(0 TO 10)

SKILLS
(0 TO 10)

Facilitate collaboration with sales to create full go-to-market strategy.		
Create full marketing strategy to deliver on go-to-market strategy goals.		
Market research (segmentation, persona, competitive, potential value, etc.)		
Voice of the Customer – including inputs in market research, new customer and exit customer research, and ongoing customer satisfaction or feedback		
Brand development and brand strategy		
Current business market knowledge (customers, products, buyer journey, competitors, value drivers, etc)		

Add your score in each column and divide by 6 (six items in this list) to get your average for Knowledge & Skills:

_____ / 6
_____ Avg

_____ / 6
_____ Avg

2 Customer-Facing Messaging

MESSAGING	KNOWLEDGE (0 TO 10)	SKILLS (0 TO 10)
Facilitate internal cross-functional area workshop to develop initial messaging framework		
Messaging research – including persona, pain points, needs		
Messaging customer conversation mapping		
Developing and writing of messaging themes and final messaging		

Add your score in each column and divide by 4 (four items in this list) to get your average for Knowledge & Skills:

_____ / 4

_____ / 4

_____ Avg

_____ Avg

3 Content Creation

CONTENT CREATION	KNOWLEDGE (0 TO 10)	SKILLS (0 TO 10)
Content mapping – mapping content to messaging and identifying gaps		
Developing/writing customer-facing marketing content (white papers, brochures, presentations, etc.)		
Designing customer-facing marketing content (graphic design)		
Video script writing/editing		
Video production/post-production		
Copy editing		
Facilitating education to content providers (internal engineers/product managers/etc. on how to write customer-facing materials (translating their speeds-feeds to value proposition solutions for customers)		

Add your score in each column and divide by 7 (seven items in this list) to get your average for Knowledge & Skills:

_____ / 7 _____ / 7
 _____ Avg _____ Avg

4 Media and Media Campaigns

MEDIA AND MEDIA CAMPAIGNS	KNOWLEDGE (0 TO 10)	SKILLS (0 TO 10)
Ad creative		
Media brand research		
Media planning		
Media execution and tracking		
Media execution and tracking technologies (DoubleClick, Google Analytics, etc.)		
Media performance metrics and analysis		

Add your score in each column and divide by 6 (six items in this list) to get your average for Knowledge & Skills: _____ / 6 _____ /6
 _____ Avg _____ Avg

5 Lead Generation & Lead Nurturing

LEAD GENERATION & LEAD NURTURING	KNOWLEDGE (0 TO 10)	SKILLS (0 TO 10)
Lead generation campaign planning		
Paid search technology (Adword, LinkedIn, Facebook, etc.)		
SEO analysis – improvements – rankings – etc		
Developing/writing/designing engaging email content		
Marketing automation technologies		
Lead management/tracking/integration with sales		

Add your score in each column and divide by 6 (six items in this list) to get your average for Knowledge & Skills:

_____ / 6 _____ /6

_____ Avg _____ Avg

+ Your Scoring Inventory Summary

YOUR SCORING INVENTORY SUMMARY	KNOWLEDGE (Avg. Score)	SKILLS (Avg. Score)
LEAD GENERATION & LEAD NURTURING		
MESSAGING		
CONTENT CREATION		
MEDIA AND MEDIA CAMPAIGNS		
LEAD GENERATION & LEAD NURTURING		

Next Step

In chapter 2 of the playbook, we will examine “Filling the Gaps.” This will present various strategies to take advantage of your strengths while examining incremental services and next key hires (as your budget grows) to ensure you deliver on your marketing mission.