

Foundation

Assess

Plan

Implement

Optimize

- Strategy
- Tactical plan
- Values, Mission, Vision
- Company descriptions, about us
- Roadmap

- Brand elements
- Style guide
- Messaging
- Personas
- Buyer's journey
- Success stories

- Website
- Search engine marketing
- Content marketing
- Lead management
- Marketing automation
- Analytics infrastructure
- Sales enablement

- Marketing metrics
- Web analytics
- Sales assessment
- Test and optimize

