

# Are You Worthy of Being Followed?

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Figuring out the marketing blend that supports sales, especially in a COVID era, is something we are all having to rethink. However, even a perfect marketing mix cannot act as a substitute for client-centered service. Those emerging quickly out of COVID era changes were already doing it as an expression of their culture. Those that find themselves on the brink will need to get it right.

## For Deeper Conversation

1. In what ways is your company worthy of being followed? How do you know this? How do you measure it?
2. Would you enjoy or derive true value from engaging with the marketing that your company is doing?
3. Can you identify the current marketing blend your company uses and the metrics and trends related to them? How did you go about deciding this as the mix? Do all of your key players know this and own this?
4. Does your marketing mix “go where your buyers go”? When is the next time you will be evaluating and adjusting your mix? How will you do it?
5. Give examples of how your company might be identified as a “give first” or “extra mile” type of company. Can you think of ideas for how you can delight or serve your market each step of their way through your sales funnel?
6. Would the lead person for marketing say they are under- or over-resourced for their work? What do they most need to be successful and how are they going to get it?

## Going Deeper Still



B2B Marketing Strategies Guide and Workbook (long-game)

<https://bit.ly/3kmPJeU>



Road to Revenue Growth Strategy Kit with Playbook (immediate pivot)

<https://bit.ly/35m4uKo>

### Connect with Dacia:

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