

3 CRITERIA for justifying marketing spend



MarComFly
message & image

1 Clear Objective with Specific Metrics to Achieve

Don't be afraid of new ideas if they aligned with sales goals and there is a way to measure success. Monitor it and allow testing.

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3 Owner is Named and Accountability in Place

Trust the people you have hired for being the skilled professional they are. Clearly state it is up to them to prove success.

Synergy Exists

Assuming the spend is realistic, check to see if there are other soft benefits. Like, strategic partners involvement, company leadership or community rapport is built.

Learn more about strategic marketing and sales accountability consulting, visit www.marcomfly2.com.