

# SMART SH\*T MARKETING SHOULD DO

Drop the "Stupid Sh\*t" and you'll have the capacity for SMARTER moves. Ask Marketing to take these actions to accelerate your growth and to build your firm's legacy.



Take some new risks, fail, and learn something new.



Define your REAL competitive set.



Dissect your buyers' journey and remove one friction point.



Develop a cross-practice solution to a pressing client problem.



Intelligently segment your markets to improve your targeting.



Hone your practice's POV to differentiate your firm from all the "content marketing" noise.



Articulate a value proposition with words that normal human beings actually use.



Develop your next generation of strategic growth leaders.



Demonstrate the strategic difference between Corporate Communications and Marketing.



Challenge your thinking in a public forum.



Identify your practice's ideal client.



Build a business case for why you should kill one of your legacy services or products.



Build a realistic marketing stack to achieve your growth goals.



Measure Marketing's actual dollar contribution to your pipeline.



Develop an algorithm for prospect buying propensity.



Drive your account-based marketing program.



Map EVERY marketing program's cost and its impact on achieving your number.



Develop a zero-based or activity-based budget.



Strategically allocate your marketing budget.



Agree WITH sales on a **shared** performance metric that has real bonus dollars behind it.



Tell more practice leaders, "No." when asked to do items on the "Stupid Sh\*t" list.



Do a client profitability assessment.



Justify the firm's investment in Marketing.



Produce a website that drives more revenue than it costs to build and maintain.



Increase client loyalty.



Knock down functional silos with the goal of improving client experience.



Develop a system of client listening.



Create a comparison of the behaviors that will get you hired, fired or promoted against the values on your website or posters.



Go a month without uttering the word "brand."

STRATEGY

ROI

REPUTATION

