

**Part 7:**  
A GTM with  
Accountability  
baked in

# what did your marketing budget buy you?

Part 7: A Complete Go-to-Market  
with Accountability Baked In

## When businesses apply marketing budget to sales generation, it sets a stake in the ground that should determine the outcome.

In Part 7 of this series, we emphasise the significance of ensuring accountability and achieving a strong ROI for the budget allocated, as it's the key way to measure success.

When responsible for channelling funds into demand creation – either for direct sales teams or channel partners, it's imperative for marketing to possess a well-defined strategy and direction; otherwise, plans risk drifting off course.

### 1. Aligning marketing goals with sales targets

The bedrock of an accountable marketing plan is ensuring that marketing goals mirror the sales objectives. It's about setting clear, tangible targets that, when achieved, will directly drive business growth.

This symbiotic relationship means that marketing's success is sales' success, and vice versa. There are some fundamentals to this:

- You need to a clear Value Proposition, which may seem obvious but experience tells us there's often a disjoint between having and understanding.;
- Differentiation is essential for demand creation and, surprisingly, is one of the most difficult elements to navigate when planning a Go-to-Market strategy;



## Part 7: A GTM with Accountability baked in

- Sales Plays give focus and purpose to a strategy, providing the framework for messaging and content plans that ultimately will drive engagement.
- And it's essential that you fully understand lead and sales progression. A robust GTM will determine up front each metric – lead, opportunity, POC, Deal – and accountability for who's delivering them.

Always remember that success is only achieved by closing deals, so no-one can work in isolation. Your GTM must be end-to-end or you'll fail in the 'Last Mile'.

## 2. Metrics that matter

An accountable go-to-market plan thrives on metrics. Here are some we determine as being the most crucial:

- **Target:**  
Define your ideal customer profile. Who are you trying to reach? The clearer you are on your target audience, the more precise and effective your marketing efforts will be;

- **Average deal size:**  
This is a valuable metric that gives insight into the revenue potential of each converted lead. Knowing this helps in allocating the marketing budget efficiently;
- **Sales cycle:**  
Understanding the duration and steps from the first touchpoint to the close of a sale is vital. It provides a timeline and aids in pacing the marketing efforts right. It highlights how realistic quarterly campaigns are and whether they should figure in your strategy;
- **Conversion ratios:**  
Without sales properly invested in delivering the 'last mile', marketing have no hope in achieving their goals and ROI. Identifying the number of leads required to get one sale (or the desired ROI) is essential for goal setting and budget allocation.



### 3. Content journeys and communication pillars

The modern consumer is savvy, discerning, and has a journey of their own. This journey can be complex, but understanding it is key.

An effective marketing strategy lays out clear content paths that take into account the different intent stages of the buyer. There's no fast-track to winning buyers' trust so planning for the long-term is essential.

This involves having a clear understanding your point of difference so it can be effectively communicated and deliver your strengths over those of competition.

- Awareness:  
Where they're just discovering the problem and your solution.
- Consideration:  
They understand the problem and are looking for solutions.

- Desire:  
They understand the problem and want to know how to fix it.
- Engagement:  
They have a lot of information, now need to speak to someone
- Book Appointment:  
Start the sales journey

Each of these stages requires distinct communication pillars.

By ensuring the right content reaches them at the right time, we can guide them smoothly through their end-to-end buying process – however long that may take.

Through continuous engagement and measurement, **52 weeks of the year**, there's no reason to lose sight of any opportunity.



## **4. Shared Goals: Bridging marketing and sales**

The age-old silos between marketing and sales departments are not just outdated; they're detrimental. A united front, where both teams share goals and insights, paves the way for success.

Not only does this ensure that quality leads are being passed on, but it also means there's a cohesive message and strategy from the first touchpoint to the final sale.

It doesn't matter how well a campaign performs if the sales process is lacking in the all-important 'last mile' conversion will not happen.

## **5. Transparency for all stakeholders**

Progression of lead intent should therefore, be transparent to all stakeholders.

Real-time visibility at every step of the way will ensure everyone is on the same page, adjusting strategies if required rather than letting it drift on and fail.



## Conclusion:

Your marketing budget is more than just a financial allocation; it's an investment in the future of your business.

Whether you're creating demand for direct sales teams, or supporting channel partners, building accountability into your GTM is a vital component.

Only through alignment with sales targets, delving deep into metrics, creating clear content journeys, and fostering a united front between marketing and sales, you ensure that your budgetary spend moves you closer to your overarching business objectives.

**Remember, it's not about how much you spend, but how wisely you spend it and the value you get in return.**



# A win for buyers - a win for you.

Our three founders have had long careers specialising in Strategies for Growth, Communications, and Martech coming from diverse backgrounds in Technology and Retail Advertising markets.

We've witnessed the way technology buying has evolved, recognising the nuanced paths of today's decision-makers.

Today's buyers think differently; their decision-making paths aren't straightforward anymore.

Our deep understanding of the complexities, challenges and risks of not achieving adequate ROI on sales and marketing investment led to us creating this market-beating programme.

Market Activation™, is a programme designed to build buyers' trust and engagement with brands whilst supporting our clients by providing actionable data to create better-informed sales conversations.

By making ourselves accountable for the end-to-end process, we're able to guarantee the results from the start.

Through Market Activation™, we bring clarity, responsibility, and a sure-fire path to growth.

We hope you like it enough to ask us to show you how we can transform the value you get from your marketing investment in the form of better sales outcomes.

[www.theamigosnetwork.com](http://www.theamigosnetwork.com)

Book a meeting with us and learn how to create a GTM with accountability baked in:



**Book a Meeting**