

# Does Your Marketing Strategy Align with Your Business Goals?

## First, the facts:

- Only around 10% of organizations successfully execute their marketing strategy
- Studies show failure to align sales and marketing cost B2B companies 10% or more of revenue per year
- In a survey of almost 1000 B2B companies, nearly 25% report that the lack of marketing and business alignment has a negative impact on success —Forbes “Strategy all About Alignment”

According to a recent issue of the Harvard Business Review, “Marketing historically has supported [its own] strategy...marketing goals were not directly related to overall business strategy. Today, higher performing marketing departments align activities with company strategy...And, when marketing demonstrates that it is fighting for the same business objectives as its peers, trust and communication strengthens across all functions.”

## Are you a success or a statistic? Below are seven questions to ask yourself to see if your marketing strategy is aligned with your organization’s business goals.

1. For every business goal, do you have a marketing strategy to support it?
2. For all places where business goals intersect the client journey, is a marketing strategy in place?
3. Do I have a clear brand story that resonates with my target audience?
4. Do I have the right marketing mix in place? Collateral and sales materials, PR, content pushes, online visibility, brand representation
5. Do I have a comprehensive understanding of how my business strategy intersects with my client journey? Of how my brand story has the ability to affect the client journey?
6. Do I have a marketing resource in place (either external or internal) that can provide strategy, oversight, and facilitate execution?
7. Does my marketing resource represent my competitors? Should they? Consider the pros and cons.

If you answered “**yes**” to the majority of questions 1-6, congrats, it seems as if you are on the right track! If “**no**” responses dominated all but question number 7, we should talk.

Call Arco & Associates at 636-527-9254 to schedule a free, no-obligation discussion of your results.