

Strategic Elements					
No.	Chk	Description	ACPP	Score	Notes
1		Marketing Strategy (7P's, 4C's, Goals, Strategy, KPI's...)	---		
2		Go To Market (GTM) Strategy	---		
3		Executive Dashboard (incl: KPI's)	---		
4		Personas / Persona Research	---		
5		Calendar of Events (Promo Timing, Event Plans...)	---		
6		Marketing Budget	---		
7		Win / Loss Analysis (Plan, Questions, Analysis, Actions)	---		
8		Content Marketing Plan (resources, timing...)	---		
9		Channel Marketing (Plannogram, Promos, MDF, Sample)	---		
10		KPI (Sales, Funnel, Leads, Awareness, Web hits/conversion)	---		
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Top of Funnel (TOFU)					
No.	Chk	Description	ACPP	Score	Notes
1		Awareness Campaigns (promo, contest, engaging stunt...)	A		
2		SEO for Product / Solution oriented pages	A		
3		Graphic Advertising (publication, LI/FB, sponsored content)	A		
4		Social Media Presence (Twitter, LinkedIn, Facebook, ...)	A		
5		Social Media Strat (Personal, Engaging, consistent, engaging)	C		
6		Brochure (High Level, glossy, Key Messaging ...)	C		
7		InfoGraphics (Trends, Interesting Stats, Research...)	C		
8		FAQ (blog, brochure, external client facing, internal)	C		
9		SEM ads (create / review / budget)	C		
10		Newsletter (create, maintain)	C		
11		OnPage WebSite Quality	C		
12		Events (trade shows, launch, seminars, webinars...)	A,C		
13		Slideshare campaign	A,C		
14		Blog (Regular, high quality content...)	C,P		
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<b>Bottom of the Funnel (BOFU)</b>					
No.	Chk	Description	ACPP	Score	Notes
1		Business Cases (cost reduce / revenue improve)	P		
2		1-Page High Level Summary (sales leave-behind)	P		
3		Detailed Product Page	P		
4		Detailed Solutions Brochure	P		
5		Video Ads / Promotional	P		
6		Total Cost of Ownership (TCO) Study (white Paper)	P		
7		Sales Presentation Deck (high level, detailed)	P		
8		Sales Script (email: opener, thank you...)	P		
9		Sales Script (live discussion- what to say to which persona...)	P		
10		White Paper (TCO, trends, Technical topic, other ...)	P		
11		Demo / Trial Program or Recording	P		
12		eBook - develop for Product / Service / Market Sector	P		
13		Case Studies (Customer Success Testimonials)	Pu		
14		Product Requirements Card	Pu		
15		Pricing Calculator tool (sales / web / client)	Pu		
16		Request for Proposal (RFP) guide / Prepared Proposal	Pu		
17		Promotional Campaigns (discounts, BOGO, value enhancers)	Pu		
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