



# How To Choose Your Marketing Tech Stack

The goal isn't to buy the software then find a process to execute it.

THE QUESTION IS...

Do you have a clear process on how to use/implement the software?

YES

NO

DO NOT PROCEED



Do Not Pass Go



Do Not Collect \$200

Do you have a clear business objective for the software?

YES

NO

Is it Mission critical?

YES

NO

AUDIENCE

Do you know the audience to be reached with the software?

YES

NO

ORCHESTRATION

Do you have a plan for orchestration?

YES

NO

ANALYTICS

Will it provide proper analytics?

YES

NO



Have you assembled your buying committee correctly?

YES

NO

Do you have clear KPI's?

YES

NO



Do you know your user and customer stories?

YES

NO

Does it align with your business objectives?

YES

NO

If we don't buy this, will something suffer?

YES

NO

Do we have support in place to be successful?

YES

NO

Can you make a case or rearrange a budget from elsewhere?

YES

NO

Is the budget feasible?

YES

NO

Can you outsource or train/augment in house?

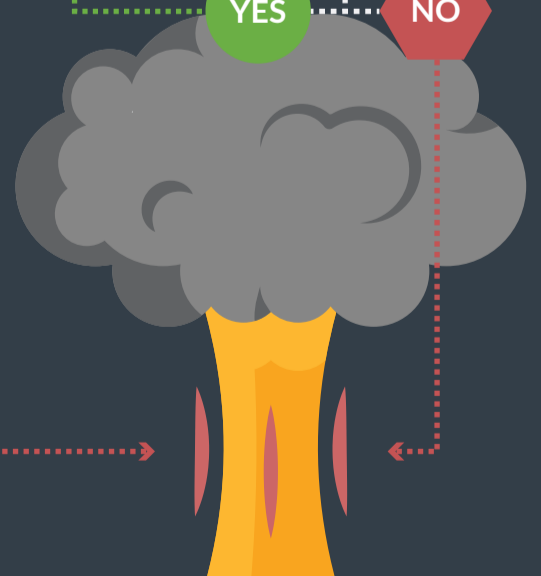
YES

NO

Will it make a 2X return on the negative if you don't buy it?

YES

NO



BUY IT!



Want more bite sized best practices?

VISIT LEADMMD MARKETPLACE