SaaS Academy
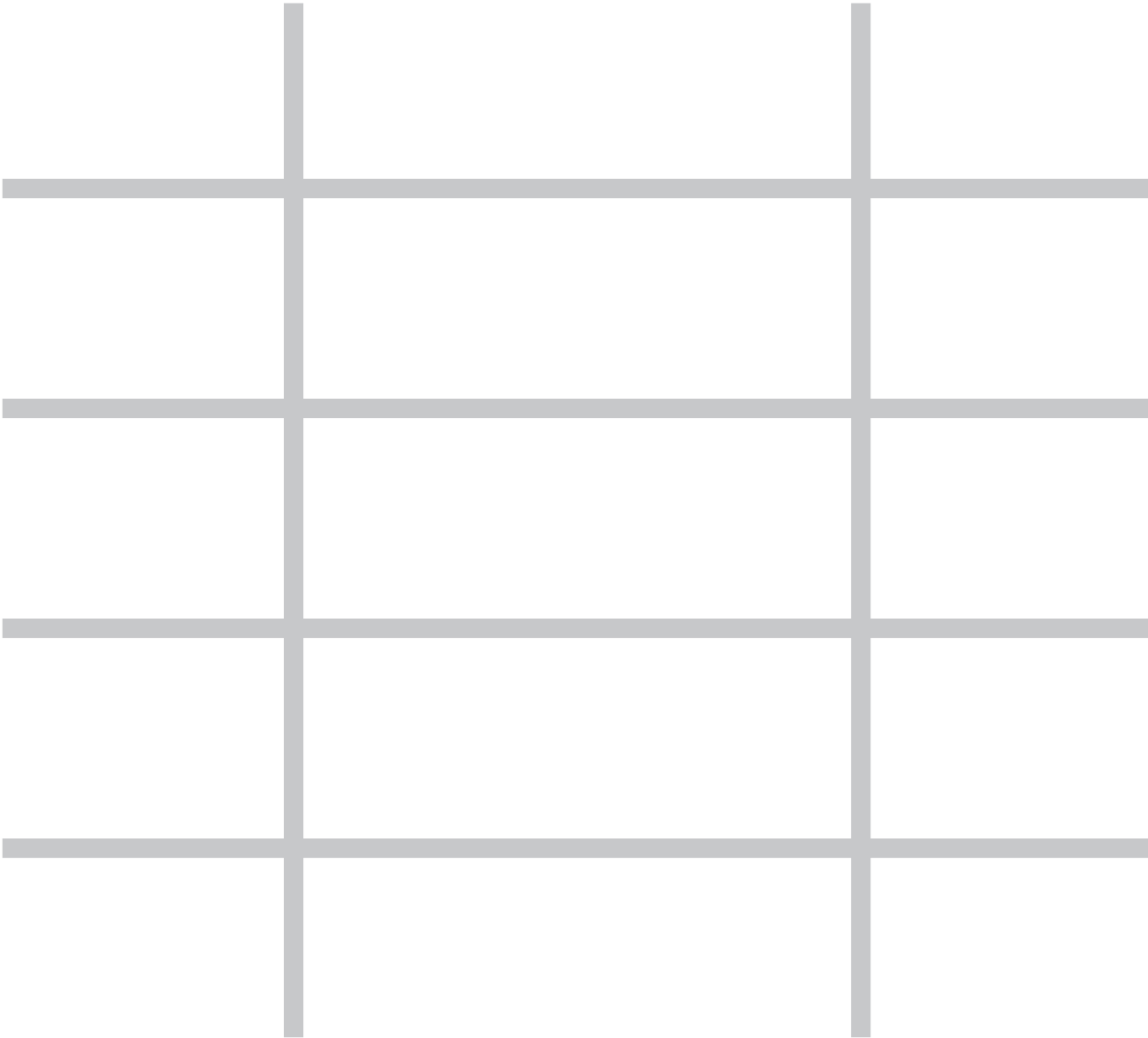
MARKETING TEAM BLUEPRINT™

WORKSHEETS

Notes

MARKETING ENGINE LADDER

DEMAND GENERATION FOCUSER™

Great marketing requires you to get really clear on how to attract high quality prospects, convert them into a lead and have a clear process for selling to them.

PROSPECT

Market | My target market

Positioning | My message to my target market

Channel | The media I will use to reach my target market

LEAD

Capture | My lead capture system

Nurture | My lead nurture system

Conversion | My sales conversion strategy

SAAS MARKETING TEAM HATS

MARKETING LEAD

Strategy
Delivery
Process
Reporting

PAID MARKETING

Paid Channels
Sponsors
Funnels

ORGANIC MARKETING

Social
Email
Blog

PARTNER MARKETING

Sponsorships
Affiliates
Resellers

PRODUCT MARKETING

Email
Remarketing
In-App

PRODUCTION FLOW

Research ➤ **Copywriting** ➤ **Design** ➤ **Video** ➤ **Email** ➤ **Programmer** ➤ **Analyst**

MARKETING TEAM DESIGNER™

To build a high performing marketing team you need to be clear what tactics you're going to deploy to ensure that you're focused and that you're measuring the right outputs to improve demand generation.

Name:

Date:

TOP 3 ROLES

TACTICS	1	2	3	METRICS
Affiliates	Role: Name:	Role: Name:	Role: Name:	**CPA:** Cost per Acquisition
Facebook Ads				**CPL:** Cost per Lead
Email Sponsors	Tactics:	Tactics:	Tactics:	**CAC** Payback Period
Webinars	•	•	•	**CLV:** Customer Lifetime Value
Partners	•	•	•	**CRPC:** Close Rate Per Channel
Resellers	•	•	•	**ROAS:** Return on Ad Spend
Email	Metrics:	Metrics:	Metrics:	**ROMI:** Return on Marketing Investment
Sell by Chat	•	•	•	
Outbound	•	•	•	
Adwords	•	•	•	
LinkedIn Ads	•	•	•	**Reference**
_____	•	•	•	1) # of Activities
_____	•	•	•	2) Cost Per Activity 3) Value of Activity

Notes

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