

# Revenue Marketing Checklist

Pillar	Action items	Status
<b>Strategy</b>	What stage of revenue marketing maturity are you in?	
	How ready and aligned is the organization currently?	
	Do you have leadership buy-in?	
<b>People</b>	Are your teams aligned and tied to revenue goals?	
	What skillsets are you missing today?	
	Have you set up a recruitment program to recruit the right talent to fill the gaps?	
	Do you have a program for upskilling and talent management?	
<b>Process</b>	Have you set up a customer acquisition to revenue process?	
	Do you have a process set up for how things flow from marketing campaigns and demand generation to program management and onboarding to converting free customers to paid programs, customer success, etc?	
<b>Technology</b>	Does your tech stack have the necessary tools to support the customer journey seamlessly at each stage?	
	Make a list of tools needed to track parts of the customer journey not captured currently	
	Check the technology adoption across the different teams involved in the customer and revenue creation journey	
	Unsubscribe the legacy tools and the ones that are not in use	
<b>Customer</b>	Measure if any part of the customer journey is broken	
	Assess the data sanctity across the stages of the customer journey and ensure a single source of truth.	
	Ensure that all the marketing efforts are on the identified customer persona only	
	Measure the customer engagement rate, NPS score, customer churn rate	
	Capture product usage to identify churn signals in advance	
<b>Results/ Outcome</b>	Measure and attribute contributions to revenue at each stage	
	Measure improvement in operational efficiency by optimizing your channels	
	Measure revenue generation vs. expense for every channel	