

BATTLE™ FRAMEWORK

01

You **ACCEPT** that you deserve and will achieve guaranteed marketing outcomes.

02

You **ACKNOWLEDGE** that you don't really know thy customer.

03

You **EMBRACE** the power of attribution modeling and stop accepting bad data.

04

You **CHAMPION** market research as a do-or-die investment.

05

You **OWN** an opening in the brandscape.

06

You **TORCH** your existing strategy unapologetically if needed.

07

You **ADVOCATE** for an investment in each stage of the customer journey.

08

You **CHALLENGE** your team to make powerful strategic shifts grounded in research vs tradition.

09

You **PREACH** the good word of disciplined optimization.

10

You **COMMIT** to building a pay-for-performance team around your strategy; not vice versa.

11

You **REQUIRE** a powerful CEO Marketing Dashboard and documented processes.

12

You **INSPIRE** your team to stand behind their ROI projections.

