Marketing Decision Brief

Put the budget behind a clearer next move.

For a business or organization that can see marketing activity but not the next budget decision. Choose a focused question about discovery, qualified demand, conversion or retention.

QUESTION — EVIDENCE — NEXT ACTION

01 Locate the question

Agree the audience, offer, channels and decision. Inspect the relevant search, website, campaign and CRM evidence; reconcile definitions and tracking gaps before comparing performance.

02 Receive a prioritized plan

Within the agreed scope: an SEO issue and opportunity register, a decision-ready measurement view, or a conversion and growth experiment backlog. Each priority carries evidence, an owner and an acceptance measure.

03 Test what should change

A sponsor readout and one 30-day outcome review. Record the hypothesis, baseline, denominator, observation window and competing explanations. Implementation, media spend and recurring management are separately scoped.

WHAT WE NEED

One budget decision, a marketing owner and authorized access or exports for agreed channels. Use aggregate or sanitized data where feasible. No customer lists through the public form.

TIMING & FEE

Decision Brief format: indicative 10 business days after scope, inputs and kickoff are agreed. Fixed fee agreed before work. Select the outputs needed; this is not an unlimited-channel audit.

No guaranteed rankings, leads or revenue. Attribution has limits; a correlation is not an incremental effect. Missing tracking or a short observation window can limit what the evidence supports.

Scope your marketing brief >

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