

# CONSIDER THESE 6 STRATEGIC CONTEXTS IN DEFINING YOUR CAMPAIGNS



## Individual role

Where do your prospects sit in the organization? What role do they play in the purchase? What issues are most important to them right now?



## Business type

Are you targeting large enterprises or small businesses? Which vertical markets represent the best targets? What are the pressing trends in those industries?



## Relationship

Are you interacting with installed base customers or net new prospects? What's the state of their relationship with your company? When was the last time you interacted with them, and how are they feeling about you today?



## Competitors

What solutions do your prospects already have in place? Which of your competitors are courting them, and what are they saying?



## Buying stage

Is your prospect actively seeking a solution? Or do they not yet recognize that they have a problem? What beliefs must be created or changed to move them closer to a purchase?



## Interaction

Where did you find this prospect? Did they stop by your booth at a tradeshow? Did they see an ad in a trade pub? Or did they find your site from a link on a blog?