

# Real MARKETing

## Clarity

Market Insights

Strategic Goals

Positioning

Ideal Customers

Value Proposition

## Strategy

Planning

Prioritized Roadmap

Messaging

## Execution

People

Processes

Technology

Metrics

*Tactics*

Channels

Copywriting

Optimization

Most B2B teams start with tactics.  
Real MARKETing starts with the market itself.