



eBook

► **Say This, Not That:  
A Guide to Communicating  
with Your Marketing Team**



- ▶ **If you've ever ordered your marketing team to "come up with a jazzy name" for something, or asked them to summarize the general value proposition of the very business you sell, you're in the right place.**

We get it—if you're not immersed in marketing, you may never have had a reason to think about the actual role marketing teams play in strategy, business development, and growth. It can be easy to categorize the entire department as a combination content factory/lead generation mill.

But stop to consider that marketing teams are called upon to be customer advocates, brand defenders, product promoters, strategy drivers, and eloquent storytellers—all in a single day. Sometimes, all in a single task.

Your marketing department does more than coin 'jazzy' names. They create real value for your business. **Talk to them that way.**

## ► Simple Guidelines

We suggest you start by following these simple guidelines. With a few quick fixes, you'll be on your way to winning over the marketing department in no time.



### **Instead of:**

We need to  
[promote product X, send a prospect  
email, create a fact sheet about Y].



### **Try:**

Hi Marketing,  
can we get together and  
brainstorm the best way to  
[insert goal here]?

The most effective growth-focused teams are the ones who work together to align their strategies and tactics in pursuit of a common goal. Marketing teams working in a completely reactive capacity are left with little time to dedicate to higher-level strategizing and campaign planning.



### **Instead of:**

We need your help in  
making this look pretty.



### **Try:**

Can you please help me  
apply our brand to  
this presentation deck?

Saying “Make this look pretty” to a marketing team downplays the expertise and strategy that goes into our output. The visuals that represent a brand are about much more than just “looking pretty”—the branding and design need to resonate with everyone who sees the final piece. Making that kind of impact goes beyond using the right fonts and adding a logo.

The simple reframed request is far more thoughtful, and that may mean the job gets done faster. A win-win for everyone!



**Instead of:**

I want to do a webinar.



**Try:**

I want to increase engagement by XX% in my territory, or I want to promote the features and benefits of a new product to my target audience.

When you lead with your goals, you give marketing the opportunity to get on the same page and help to determine the best strategy, vehicle, and implementation plan for achieving them. That means your webinar will reach more prospects and make a bigger impact than if marketing were simply designing your presentation deck and sending pre-webinar emails.



**Instead of:**

Get me quoted in publication X.



**Try:**

What can I do to help increase our presence in the media?

Publicity doesn't work on demand. Marketing can and does help to cultivate media relationships and optimize PR opportunities, but if you want to drive the public relations for your business, you need to put in the work to become—and more importantly, be recognized as—the voice of your brand.





**Instead of:**

I need this  
in five minutes.



**Try:**

I know you're all  
incredibly busy, but is  
there any way you could  
prioritize this project?



**Advanced version:**

Here is a project I'm letting  
you know about well in  
advance of its due date.  
Can you please return it  
to me within the allotted  
amount of time specified  
by your team?

Marketing departments are used to putting out fires, cranking out deliverables under pressure, and pivoting on a dime to address new priorities. But keep in mind that on any given day, marketing is juggling requests from product, from sales teams, from executives, and from their own initiatives.

And putting together an incredible deliverable—from content to design to tracking lead generation to brand alignment and strategy—takes time.

When you know about a project, give marketing the lead time they need to do their best work. And when things do come in last minute, acknowledge that it's annoying and inconvenient. Taking a little ownership goes a long way.



**Instead of:**

Get me quoted in publication X.



**Try:**

What can I do to help increase our  
presence in the media?

Unfortunately, marketing teams can't wave a wand and generate leads out of thin air. Engaging and nurturing them is a science, and the most effective marketing tactics take time to drive results. If you're genuinely concerned about lead flow and opportunity creation, use that as an opportunity to open the lines of communication between sales and marketing.

After all, sales is on the front lines, communicating regularly with clients and prospects. Marketing teams rely on sales to let them know what's resonating and what isn't, so they can refine messaging strategies to better address prospect needs. When something isn't working, these teams need to come together—not blame each other—to figure out why. And when it is, it's probably because sales and marketing are working in lockstep toward a common goal.

## **We can't wait to learn more about you!**

At Intention.ly, we're dedicated to creating alignment and transparency between growth-focused teams. Talk to us today about how we can help your teams work together to accelerate growth for your business.

Visit [GrowIntentionally.com](https://growintentionally.com)  
or email [info@growintentionally.com](mailto:info@growintentionally.com)  
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We can't wait to learn more about you!

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