



eBook

▶ **Mindset Before Marketing:
6 Absolute Truths About
Successful Growth Leaders**

The strength of any marketing team depends on the mindset of its leader.

Not the most beautiful creative. Not the most emotionally compelling messaging. Not a world-class website, a robust SEO strategy, or perfectly optimized digital channels.

Those are important tools, but ultimately, they aren't enough.

Because more than anything, great leadership is the key to building and sustaining marketing success. An organization's vision and philosophy—its growth mindset—comes from the top.

At Intention.ly, we know that mindset has a critical impact on the ability of marketing to drive results. And we've seen for ourselves that in order to build a powerful growth engine, leadership can't waver on these six principles:

① **Prioritizing strategy before tactics.**

Reaching new levels of growth requires clear strategic focus and a thoughtful roadmap for execution. Far too often, marketers try to start with tactics before a strategic foundation is put into place—including messaging, branding, and goal setting, plus full alignment across growth-focused teams. The result is a fractured prospect-to-client experience, uncertainty about what's working and what isn't, and discontent between teams.

② **Doing the right thing for the customer.**

As the world changes, so do customer needs across every imaginable industry. Successful companies not only understand this, they anticipate it with fail-forward cultures that prioritize innovation and service models that are flexible enough to evolve with changing customer expectations. Customer success isn't just a support hotline or a ticketing system for when things go wrong. It's finding new ways to show customers how important they are, and making sure the customer-first attitude is pervasive across all teams.

③ **Creating alignment between sales and marketing.**

Successful growth leaders build empathy, not animosity, between their sales and marketing teams. They understand that in order to drive real growth, marketing needs to do the work up front to educate prospects about the brand and its value before passing leads to the sales team. And sales needs to consistently bring prospect and customer feedback to marketing to help them refine messaging and create new content.

④ **Understanding that growth is an investment.**

Building a successful growth engine doesn't happen overnight. It requires complete dedication and buy-in from leadership, a willingness to experiment with different ideas and channels—and to give those experiments time to prove themselves—and a budget that aligns with the company's overall growth goals. It means putting skin in the game and investing both the resources and the capital necessary to implement the long-term strategies that lead to lasting results.

Willingness to evolve.

- Marketing teams stuck in a cycle of running the same tired playbooks are going to get diminishing returns as the way people consume information, educate themselves and make purchases changes. It's easy to hold fast to what's familiar, even if it isn't working like it used to. It's more challenging—and simply more work—to reimagine your strategy and look for new ways to execute. But when you transform your approach, you transform your results.

Setting realistic goals and expectations.

- When marketing teams are tasked with meeting unrealistic goals, they do the wrong things to reach them—which ultimately builds misalignment between sales and marketing, creates poor prospect and customer experiences, and has no real impact on revenue. Starting your marketing strategy with goal setting isn't enough. They have to be the right goals, based on historical growth information, deep market knowledge, and customer intent data.

► Pouring Fuel on the Fire

At **Intention.ly**, we aren't here to convince anyone about the impact great marketing can have on a business's ability to grow. We already believe that as a foundational truth, and we want to work with businesses who feel the same way. What we do for growth-minded leaders is accelerate an already burning fire: Refining your strategic vision, introducing new ways to connect with clients and prospects, and amplifying the creativity your team already brings to the table.

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Find out what it's like to work with us.

Get in touch.

Let's Connect →