



Content Done Right

Monthly Newsletter

July 2020 Issue: Marketing Foundations

It is officially Q3 of the strangest year most of us have lived and worked through.

Through this time, I am focusing on practical ways to support my team and support you, my audience. For my team, that means setting hard limits on the hours we work and encouraging my people to take time away from work. For my audience, that means creating foundational resources to explore how we think about marketing. I hope you find the resources below to be both practical and thought-provoking.

[Contact Us](#)

Philip Bosley,
President and CEO
Tactical Marketing

What Is the Marketing Process?



Even once refined, the marketing process is extensive, but resist the impulse to pass it by

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What is Lead Scoring?



With so much variation in who or what a lead is, how do you quantify all the nuance?

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Waterfall Document



Calculate Conversion Rate Based on Historical Data

[View Now](#)

HOW CAN WE HELP YOU SUCCEED?

Schedule a [FREE CONSULTATION](#) today. Together, we'll explore goals, make a plan, and when you're ready, execute together.

[Start Here](#)