TOOLBOX

POWERED BY DEMAND METRIC

Don't reinvent the wheel!

Empower your team with the world's most trusted set of playbooks, tools & templates, and training for Growth.

BUILD YOUR *IN-HOUSE* COMMERCIAL CAPABILITIES

TOOLBOX
POWERED BY DEMAND METRIC

HOW IT WORKS

*With a cost-effective subscription to the **GROWTH PLATFORM powered by Demand Metric**, **your team gets access to** the world's most trusted set of playbooks, toolkits, how-to guides, best practices reports, benchmark studies, and training - **to help them perform at their best.***

- ✓ You can **save time** on projects with our professional DIY resources

- ✓ You can **re-brand our content to look brilliant** to your boss, peers, and CEO

- ✓ You can **request new tools** specific to your needs, and we'll build them

- ✓ You can join "office hours" clinics for **expert support and coaching**

- ✓ You can participate in our research **to get benchmarks and stay current**

TOOLBOX
POWERED BY DEMAND METRIC

1,000+ PRACTICAL PLAYBOOKS & TOOLS

GROWTH
- Prioritize & Assign Key Accounts
- Develop Key Accounts Plans
- Create Sales Forecast
- Launch Account-Based Marketing
- Execute Marketing Campaigns
- Build Opportunity Pipeline

GTM PLAN
- Refresh Customer Journey Map
- Build Content & Sales Assets
- Create Competitor Battlecards
- Define Positioning & Messaging
- Design Sales Enablement Plan
- Develop Sales Playbook

STRATEGY
- Identify Problems & Challenges
- Analyze Root Causes & 'Crux'
- Prioritize Problems to Solve
- Analyze Solution Options
- Develop SCORPION Strategy
- Set Objectives & Key Results

6 GROW KEY ACCOUNTS

5 GO-TO-MARKET

4 DEVELOP STRATEGY

1 SITUATION AWARENESS

2 ASSESS MARKET

3 DEFINE SOLUTIONS

SITUATION
- Define Business Strategy
- Assess Strategic Initiatives
- Review Sales Performance
- Inspect Opportunity Pipeline
- Assess NPD / R&D Projects
- Assemble Product Portfolio

MARKET
- Analyze Trends & Conditions
- Assess Market Dynamics
- Prioritize Market Segments
- Determine Key Applications
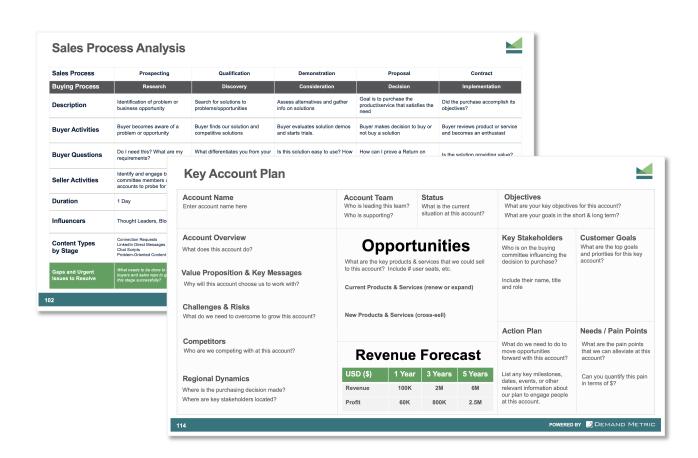- Identify Growth Opportunities
- Summarize Market Strategy

CUSTOMER
- Define Buyer Personas
- Build VOC Research Plan
- Analyze Problems & Needs
- Assess Competitive Alternatives
- Develop Customer Solutions
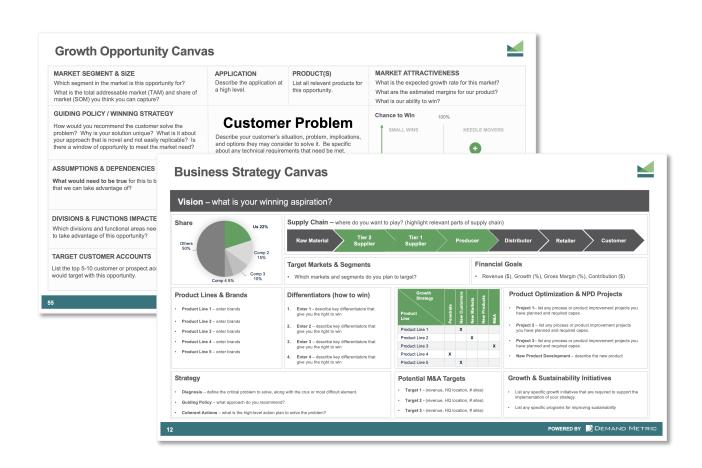- Refine Product Roadmap

TOP SALES ENABLEMENT TOOLS

1. Sales Playbook Template
2. Sales Process Analysis Tool
3. Sales Rep Skills Assessment
4. Sales Operations Assessment
5. Key Account Plan Template
6. Key Account Planning Workbook
7. Growth Opportunity Canvas
8. Stakeholder Analysis Matrix
9. Bid / No-Bid Analysis Tool
10. Consultative Selling Playbook
11. Sales Enablement Roles Matrix
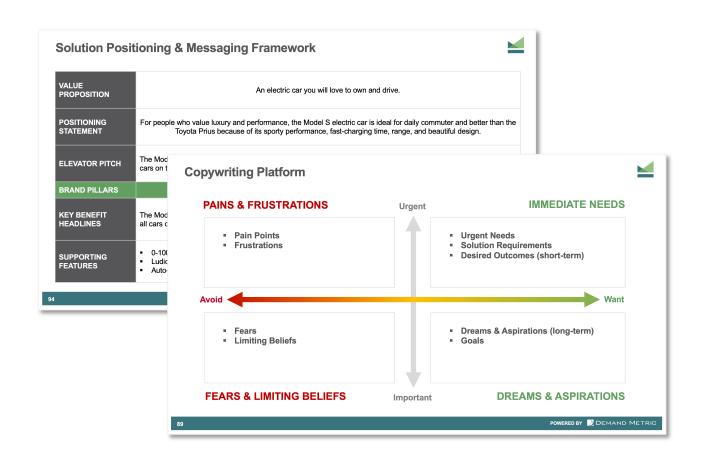12. Competitor Battlecard

TOP GROWTH STRATEGY TOOLS

1. Growth Opportunities Canvas
2. Critical Problems Prioritization
3. Problem Solving Options Analysis
4. Skills & Capabilities Gap Analysis
5. Root Cause Analysis Tool
6. SWOT Analysis Tool
7. Scenario Planning Tool
8. Strategic OKR Project Plan
9. Key Decisions (Start, Stop, Continue)
10. Business Strategy Canvas
11. Strategy Execution Plan
12. Assumptions Validation Plan
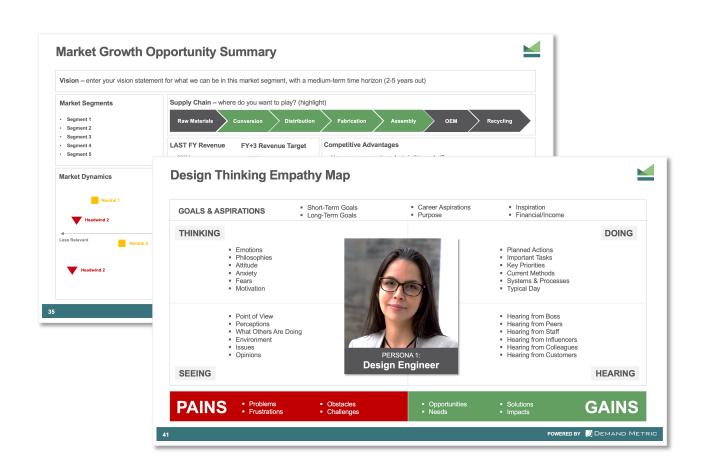
TOP PRODUCT MARKETING TOOLS

1. Positioning & Messaging Framework
2. Value Proposition Analysis Tool
3. Unique Selling Proposition Tool
4. Product Launch Plan
5. Product Launch Checklist
6. Marketing Campaign Plan
7. Buyer Personas Worksheet
8. Ideal Customer Profile
9. Content Mapping Template
10. Copywriting Platform
11. Agency Management Playbook
12. Creative Brief Template

TOP PRODUCT MANGEMENT & NPD TOOLS

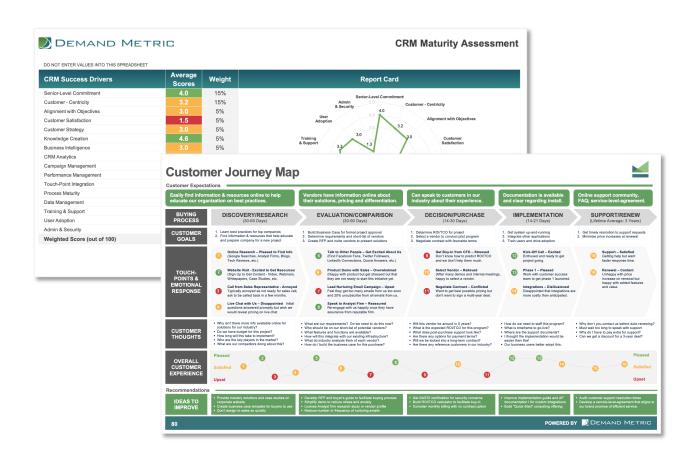1. Product Development Process Diagram
2. Solution Business Model Canvas
3. Market Research Plan Canvas
4. Design Thinking Empathy Map
5. Customer Problems / Features Map
6. Market Segmentation Analysis Tool
7. Market Dynamics Analysis Tool
8. STEP Industry Analysis Tool
9. Market Requirements Document
10. Product Features Prioritization Tool
11. Product Vision & Roadmap
12. Product Positioning Worksheet

TOP CUSTOMER ENGAGEMENT TOOLS

1. CRM Maturity Assessment
2. CRM Requirements Roadmap
3. CRM Project Plan
4. CRM Playbook & Toolkit
5. Customer Journey Map
6. Customer Engagement Maturity Model
7. Customer Engagement Roles Matrix
8. Customer Engagement Strategy Plan
9. Customer Centricity Checklist
10. Customer Lifetime Value Calculator
11. Net Promoter Score Calculator
12. Voice of Customer Vendor Evaluation

TOOLBOX
POWERED BY DEMAND METRIC

650+ PRACTICAL TOOLS & TEMPLATES

Agreement Templates (9)

Alignment Tools (5)

Analytical Tools (42)

Assessments (43)

Benchmark Reports (9)

Best Practices Reports (18)

Budget & Finance Tools (25)

Business Case Templates (11)

Calendar Templates (12)

Competitive Analysis Tools (12)

Decision-Making Tools (7)

How-To Guides (95)

Job Descriptions (34)

Maturity Models (19)

Metrics Dashboards (32)

Organizational Databases (16)

Organizational Models (2)

Plan & Goals Templates (28)

Policy Templates (10)

Prioritization Tools (15)

Process Checklists (61)

Process Diagrams (4)

Project Charters (8)

Project Schedules (7)

Report Templates (5)

RFP & RFI Templates (49)

ROI Calculators (15)

Skills Assessments (5)

Strategy Scorecards (23)

Survey Templates (9)

Team Roles Matrix (3)

Vendor Evaluations (26)

Worksheets (12)

TOOLBOX
POWERED BY DEMAND METRIC

TOPICS

ABM, Strategy & Branding

Agile Project Management & PMO

Content Marketing

CRM & Customer Engagement

Demand Generation

Influencer Marketing

Management & Leadership

Mobile Marketing

Online Community

Product Management

Public Relations & Crisis Comms

Sales Operations & Enablement

Sales Training

Shopper Marketing

Social Media Marketing

Video Marketing

Webinar & Event Marketing

Website, Blog & SEO

TOOLBOX
POWERED BY DEMAND METRIC

TRAINING & RESEARCH

Playbook & Toolkits

Account-Based Marketing Playbook & Toolkit

Marketing Strategy Playbook & Toolkit

How-To Guides

Communicating Social Value Improves Brand

Increase your Presence with Infographics

Brand Loyalty Advantage

Communicating Social Value Improves Brand

Increase your Presence with Infographics

Selecting an Org Structure for Marketing

Content Strategy from Journey Maps

Entering the European Market Successfully

Frameworks

Marketing Strategy Framework

ABM Framework

Reports

The Ultimate Guide to ABM

ABM Tech Stack Benchmark Report

Digital Marketing Best Practices Report

Digital Marketing Landscape Benchmark Report

Account Based Marketing (ABM) Consortium Report

Brand Consistency Benchmark Report

Content Consistency Benchmark Report

Training Courses & eWorkshops

Training Course: Digital Marketing

Training Course: Marketing Communications

Training Course: Marketing Strategy

eWorkshop: 12 Signs Your Brand Needs Help

eWorkshop: 5 ABM Strategies To Rock Your Next Campaign

eWorkshop: B2B Personalization: How SAP Uses ABM

eWorkshop: ABM, A Look Around The Corner

eWorkshop: Account-Based Marketing Hacks

eWorkshop: Account-Based Nurturing

eWorkshop: Creating Brand Loyalists

eWorkshop: Definitive ABM Success Guide

PRACTICAL TOOLS & TEMPLATES

ABM Account Tiers Worksheet

ABM Buying Committee Diagram

ABM Campaign Planning Tool

ABM Content Plan Worksheet

ABM Key Account Plan Canvas

ABM Metric Dashboard

ABM Platform Evaluation Matrix

ABM Program Budget Template

ABM Roles Matrix

Account & Product Mapping Matrix

Brand Assessment Tool

Brand Loyalty Dashboard

Brand Perception Survey

Brand Selection Tool

Brand Strategy Scorecard

Case Study Template

Communications Touch Point Diagram

Creative Strategy Survey Tool

Graphic Use Policy

Graphics Policy Exemption Form

Marketing Calendar Template

Marketing Channel Ranking Tool

Marketing Collateral Management Tool

Marketing Communications Budget Template

Marketing Communications Calendar

Marketing Communications Plan Template

Marketing Plan Presentation

Message Mapping Tool

Porters 5 Forces Analysis Tool

Value Proposition Analysis Tool

AGILE PROJECT MANAGEMENT & PMO

FEATURED RESOURCES

Playbook & Toolkits
Project Management Playbook & Toolkit
Agile Marketing Playbook & Toolkit

Frameworks
Project Management Framework
Agile Marketing Framework

Popular Tools & Templates
Agile Kanban Chart
Project Prioritization Tool

TRAINING & RESEARCH

On-Demand Training Courses & eWorkshops
Training Course: Project Management
Training Course: Agile Project Management (coming soon)

Reports
State of Marketing Project Management

How-To Guides
Advanced Project Management Techniques How-To Guide
Agile Marketing How-To Guide
Enabling Enterprise Change Management How-To Guide
Examine Buy-In with Stakeholder Analysis How-To Guide

PRACTICAL TOOLS & TEMPLATES

Agile Backlog Tool	Procurement Management Plan	Project Prioritization Tool
Agile Content Marketing Calendar	Professional Development Plan	Project Priority & Status Report
Agile Scrum Master Checklist	Project Management Template	Project Schedule GANTT Chart
Agile Sprint Planning Tool	Project Acceptance Document	Project Schedule Template
Agile Sprint Retrospective Checklist	Project Approval Form	Project Status Report Template
Agile Sprint Review Checklist	Project Budget Template	Project Tracking System
Agile Standup Checklist	Project Change Request Form	Project Work Breakdown Structure
Agile User Story Prioritization Tool	Project Change Request Log	Quality Assurance Manager Job Description
Change Management Readiness Assessment	Project Charter Template	Quality Log Template
Change Management Plan	Project Closure Checklist	Quality Management Plan Template
Change Management Strategy Scorecard	Project Communications Matrix	Responsibility Assignment Matrix (RACI)
Deliverable Approval Template	Project Management Maturity Assessment	Risk Analysis Fishbone Tool
Earned Value Analysis Template	Project Management Policy	Risk Assessment Tool
Feasibility Study Template	Project Management Portfolio	Risk Management Plan Template
Issue Log Template	Project Manager Job Description	Risk Mitigation Checklist
Lessons Learned Knowledge Base	Project Milestones Template	Time Management Schedule
PMO Charter Template	Project Plan Template	Time Management Tool
Post Project Evaluation	Project Portfolio Template	Work Breakdown Structure Template

FEATURED RESOURCES

Playbook & Toolkits

Content Marketing Playbook & Toolkit

Frameworks

Content Marketing Framework

Popular Tools & Templates

Content Marketing Maturity Assessment

TRAINING & RESEARCH

On-Demand Training Courses & eWorkshops

Training Course: Content Marketing
eWorkshop: Building a Content Factory
eWorkshop: Content for the Buying Process
eWorkshop: Create and Deliver Great Presentations
eWorkshop: Creating Sales Messages That People Will Read
eWorkshop: Fix the Content Problem - For Real This Time!
eWorkshop: How to Optimize Content to Accelerate Lead Gen
eWorkshop: Impact of Content Effectiveness on Sales & Marketing
eWorkshop: The State and Impact of Content Consistency

Benchmark and Technology Research Reports

Content Marketing Solutions Study
Content Marketing Benchmark Report
Content & Buyer's Journey Benchmark Report
Content Effectiveness Benchmark Report
The State and Impact of Content Consistency Benchmark Report
Content Personalization Benchmark Report

How-To Guides

Developing Content Strategy from Journey Maps How-To Guide
Enhancing Content with Video Marketing How-To Guide
Optimizing Asset Management How-To Guide
Increasing Presence with Infographics How-To Guide
Nurture Leads with Podcasts How-To Guide

PRACTICAL TOOLS & TEMPLATES

Agile Content Marketing Calendar

Buyer Persona Template

Buying Process Stage Template

Case Study Template

Content Mapping Template

Content Marketing & Distribution System RFP Template

Content Marketing & Distribution Vendor Evaluation

Content Marketing Assets Database

Content Marketing Budget Template

Content Marketing Contributors Database

Content Marketing Editorial Calendar

Content Marketing Maturity Assessment

Content Marketing Maturity Model

Content Marketing Metrics Dashboard

Content Marketing Strategy Scorecard

Content Marketing Vendors Matrix

Content Monitoring Tool

Content Quality Checklist

Editorial Calendar Template

White Paper Template

Word of Mouth Marketing

GROWTH PLATFORM POWERED BY DEMAND METRIC

FEATURED RESOURCES

Playbook & Toolkits
CRM Playbook & Toolkit
Customer Engagement Playbook & Toolkit

Frameworks
CRM Program Framework
Customer Engagement Framework
Customer Engagemet Roles Matrix

Popular Tools & Templates
CRM Program Maturity Assessment
Customer Journey Map Template
Customer Lifetime Value Calculator

TRAINING & RESEARCH

On-Demand Training Courses & eWorkshops
Training Course: Customer Engagement
Training Course: CRM Program
eWorkshop: Customer Lifecycle Marketing
eWorkshop: Lifecycle Marketing
eWorkshop: Referral Marketing Benchmarks

Benchmark and Technology Research Reports
Advocacy and Loyalty Vendor Landscape
CRM Solution Study
Customer Lifecycle Marketing Benchmark Report
Lifecycle Marketing Benchmark Report
Referral Marketing Benchmark Report

How-To Guides
Are You Prepared for CRM? How-To Guide
Calculating Customer Lifetime Value How-To Guide
Customer Engagement Best Practices Report
Customer Profile Management How-To Guide
The Importance of Social CRM How-To Guide
Transforming from Call Center to Contact Center

PRACTICAL TOOLS & TEMPLATES

Advocacy and Loyalty System RFP
Advocacy and Loyalty Vendor Evaluation
Advocacy and Loyalty Vendor Matrix
CRM Administrator Job Description
CRM Business Case Template
CRM Consulting Services RFP
CRM Maturity Assessment
CRM Maturity Map
CRM Program Methodology
CRM Program Metrics Dashboard
CRM Program Prioritization Tool
CRM Program Strategy Scorecard
CRM Project Charter Template

CRM Project Schedule
CRM Readiness Assessment Tool
CRM Requirements Roadmap
CRM System RFP Template
CRM Vendor Evaluation Matrix
CRM Vendors Matrix
Customer Advocate Database
Customer Centricity Checklist
Customer Engagement Budget Template
Customer Engagement Business Case
Customer Engagement Map
Customer Engagement Maturity Assessment
Customer Engagement Maturity Model

Customer Engagement Metrics Dashboard
Customer Engagement Project Plan
Customer Engagement Strategy Workbook
Customer Experience Management Assessment
Customer Journey Map
Customer Lifetime Value Calculator
Customer Profile Template
Customer Satisfaction Index Calculator
Customer Satisfaction Survey
Net Promoter Score Calculator
Voice of the Customer System RFP
Voice of the Customer Vendor Evaluation
Voice of the Customer Vendor Matrix

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GROWTH PLATFORM
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DEMAND GEN, EMAIL & MARKETING AUTOMATION

FEATURED RESOURCES

Playbook & Toolkits
Demand Generation Playbook & Toolkit
Lead Generation Playbook & Toolkit
Online Advertising Playbook & Toolkit

Frameworks
Demand Generation Framework
Lead Generation Framework
Online Advertising Framework

Popular Tools & Templates
Lead Generation Maturity Assessment
Marketing Automation ROI Calculator
Advertising Calendar & Budget Template

TRAINING & RESEARCH

On-Demand Training Courses & eWorkshops
Training Course: Demand Generation
Training Course: Lead Generation
Training Course: Online Advertising
eWorkshop: 10 Steps to Balance Lead Quantity and Quantity
eWorkshop: A Marketing Revenue Process That Never Fails
eWorkshop: B2B Demand Generation & Predictive Marketing
eWorkshop: B2B Email Marketing Effectiveness
eWorkshop: Email Marketing Best Practices
eWorkshop: How to Optimize Content to Accelerate Lead Gen
eWorkshop: Integrated Demand Generation
eWorkshop: Lead Scoring - Five Steps to Getting Started

Benchmark and Technology Research Reports
Online Advertising Technology Overview
Email Marketing Solution Study
Marketing Automation Solution Study
B2B Demand Gen and Predictive Analytics Benchmark Report
B2B Email Marketing Benchmark Report
Content Personalization Benchmark Report
Email Marketing Benchmark Report
Funnel Flow Benchmark Report
Inbound Marketing Benchmark Report
Lifecycle Marketing Benchmark Report
Online Advertising Benchmark Report

How-To Guides
Assess Advertising Concept Effectiveness How-To Guide
B2B Display Advertising How-To Guide
B2B Marketing Automation How-To Guide
Building Effective Landing Pages How-To Guide
Creating Email Marketing Lists How-To Guide
Driving Value with Marketing Automation How-To Guide
Effective Email Marketing Campaigns How-To Guide
Finding ROI with Online Ad Campaigns How-To Guide
Implement a Marketing Automation Solution How-To Guide
Improving Campaign Conversion with Journey Maps How-To Guide
Marketing Automation Software Selection How-To Guide

PRACTICAL TOOLS & TEMPLATES

Advertisement Evaluation Matrix
Advertising Calendar & Budget Template
Demand Generation Roles Matrix
Email Marketing Maturity Assessment
Email Marketing Metrics Dashboard
Email Marketing ROI Calculator
Email Marketing System RFP
Email Marketing Vendor Evaluation
Email Marketing Vendors Matrix

Lead Acquisition Model
Lead Generation Maturity Assessment
Lead Generation Metrics Dashboard
Lead Generation Objectives Scorecard
Lead Generation Prioritization Tool
Lead Qualification Process Diagram
Marketing Automation Business Case
Marketing Automation Consulting RFP
Marketing Automation Maturity Assessment

Marketing Automation Metrics Dashboard
Marketing Automation ROI Calculator
Marketing Automation System RFP
Marketing Automation Vendor Evaluation
Marketing Automation Vendors Matrix
Online Advertising Plan Template
Online Advertising ROI Calculator
Online Advertising System RFP
Qualified Lead Definition Tool

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FEATURED RESOURCES

Playbook & Toolkits

Influencer Marketing Playbook & Toolkit

Frameworks

Influencer Marketing Framework

How-To Guides

The Definitive Guide to Influencer Marketing

PRACTICAL TOOLS & TEMPLATES

Influencer Comparison & Selection Tool

Influencer Contract Checklist

Influencer FTC Disclosure Due Diligence Checklist

Influencer Marketing Campaign Budget Template

Influencer Marketing Goals & Objectives Template

Influencer Marketing Platform Comparison Matrix

Influencer Marketing Platform RFP Template

Influencer Marketing Risk Mitigation Tool

Influencer Marketing Service Provider RFP Template

Influencer Usage Database

Influencer Verification & Fraud Checklist

GROWTH PLATFORM POWERED BY DEMAND METRIC

FEATURED RESOURCES

Playbook & Toolkits
Agency Management Playbook & Toolkit

Frameworks
Agency Management Framework

Popular Tools & Templates
Agency Onboarding Framework
World Class Marketing Assessment

TRAINING & RESEARCH

On-Demand Training Courses & eWorkshops
Training Course: Marketing Strategy
Training Course: Agency Management
eWorkshop: Proving Marketing's Impact
eWorkshop: Positioning for Marketing Success

Benchmark and Technology Research Reports
Employee Engagement Benchmark Report
Marketing Performance Management Benchmark Report
Marketing Report Card Benchmark Report
Modern Marketing Center of Excellence Report
Sales & Marketing Alignment Benchmark Report

How-To Guides
Developing Stronger Leaders How-To Guide
Getting Started with Agile Marketing How-To Guide
Marketing Resource Management How-To Guide
The Modern Marketing Organization How-To Guide

PRACTICAL TOOLS & TEMPLATES

Ad Agency Agreement Template
Agency Alignment Strategy Workbook
Agency Compensation Audit Template
Agency Compensation Evaluation Checklist
Agency Compensation Model
Agency Onboarding Checklist
Agency Onboarding Framework
Agency Performance Review
Agency Selection Tool
Agency Termination Letter Template
Agency Transition Assets Acquisition Database
Agency Transition Creative Assignment Transfer Plan
Agency Transition Model
Brand Assessment Tool
Brand Marketing Agency RFP Template
Brand Strategy Scorecard
Business Case Template

Consultant Evaluation Matrix
Core Values Worksheet
Creative Brief Template
Decision Maker Influencer Map
Design Agency RFP Template
Direct Marketing Agency RFP Template
Employee Holiday Calendar
Employee Satisfaction Survey
Full Service Marketing Agency RFP Template
GAP Analysis Tool (Advanced)
Internet and Digital Agency RFP Template
Management & Leadership Assessment
Marketing and Business Alignment Tool
Marketing Plan Presentation Template
Marketing Skills Matrix
Marketing Strategy Scorecard
Media Planning and Buying Agency RFP Template

Performance Review Template
Positioning Statement Worksheet
PR Marketing Agency RFP Template
Product Management Skills Assessment
Professional Development Plan
Promotion Agency RFP Template
Sales & Marketing Alignment Tool
Sales Enablement Skills Assessment
Steering Committee Charter
Succession Management Matrix
Supplier & Vendor Evaluation
Sustainability Report Template
Vendor Consolidation Checklist
Vision Statement Worksheet
VP Marketing Job Description
World Class Marketing Assessment

TOOLBOX POWERED BY DEMAND METRIC

GROWTH PLATFORM POWERED BY DEMAND METRIC

FEATURED RESOURCES

Playbook & Toolkits

Mobile Marketing Playbook & Toolkit

Frameworks

Mobile Marketing Framework

Popular Tools & Templates

Mobile Application Type Assessment Tool

TRAINING & RESEARCH

On-Demand Training Courses & eWorkshops

Training Course: Mobile Marketing

Benchmark and Technology Research Reports

Mobile Marketing Solutions Study

How-To Guides

Launching a Mobile App How-To Guide

Building a Mobile Friendly Website How-To Guide

PRACTICAL TOOLS & TEMPLATES

Mobile Application Development System RFP

Mobile Application Development Vendor Evaluation

Mobile Application Type Assessment Tool

Mobile Content Development System RFP Mobile

Content Development Vendor Evaluation Mobile

Device Policy Template

Mobile Marketing Business Case

Mobile Marketing Channel Selection Tool

Mobile Marketing Competitive Tracking Tool

Mobile Marketing Manager Job Description

Mobile Marketing Maturity Assessment

Mobile Marketing Metrics Dashboard

Mobile Marketing Planning Checklist

Mobile Marketing Project Charter

Mobile Marketing RFP Template

Mobile Marketing Risk Assessment

Mobile Marketing Strategy Scorecard

Mobile Marketing Usage Survey

Mobile Marketing Vendor Selection Tool

Mobile Marketing Vendors Matrix

Top Mobile Marketing Resources Database

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GROWTH PLATFORM POWERED BY DEMAND METRIC

FEATURED RESOURCES

Playbook & Toolkits
Online Community Playbook & Toolkit

Frameworks
Online Community Framework

Popular Tools & Templates
Online Community Readiness Assessment
Online Community ROI Calculator

TRAINING & RESEARCH

On-Demand Training Courses & eWorkshops
Training Course: Online Community
eWorkshop: Leveraging Public Communities
eWorkshop: 5 Reasons to Consider an Online Community

Benchmark and Technology Research Reports
Online Communities for Customer Support Benchmark Report
Online Community Performance Benchmark Report
Online Communities Benchmark Report

How-To Guides
Driving Online Community Adoption How-To Guide
Engaging Users with Gamification How-To Guide
Hiring an Online Community Manager How-To Guide

PRACTICAL TOOLS & TEMPLATES

Community Manager Job Description
Gamification System RFP Template
Gamification Vendor Evaluation
Gamification Vendor Landscape
Gamification Vendor Matrix
Online Community Budget Template
Online Community Business Case

Online Community Consulting RFP
Online Community Governance Document
Online Community Launch Checklist
Online Community Metrics Dashboard
Online Community Policies & Guidelines
Online Community Project Plan

Online Community Readiness Assessment
Online Community Risk Assessment
Online Community ROI Calculator
Online Community Strategy Scorecard
Online Community System RFP Template
Online Community Vendor Evaluation

TOOLBOX POWERED BY DEMAND METRIC

FEATURED RESOURCES

Playbook & Toolkits
Market Research Playbook & Toolkit
Product Development Strategy Playbook & Toolkit
Product Marketing Plan Playbook & Toolkit

Frameworks
Go-To-Market Framework
Market Research Framework
Product Development Framework

Popular Tools & Templates
Market Requirements Document
Product Features Prioritization Tool
Product Development Process Diagram

TRAINING & RESEARCH

On-Demand Training Courses & eWorkshops
Training Course: Product Marketing
Training Course: Product Development
Training Course: Market Research
eWorkshop: Conducting Effective Surveys
eWorkshop: Product Business Case
eWorkshop: Positioning for Marketing Success

Benchmark and Technology Research Reports
Market Research Benchmark Report

How-To Guides
Performing Exploratory Research How-To Guide
Engage Targets with Market Research How-To Guide
Facilitating Insightful Focus Groups How-To Guide
Conducting Successful Product Launches How-To Guide
Creating a Product Business Case How-To Guide

PRACTICAL TOOLS & TEMPLATES

Break Even Analysis
Build vs Buy Decision Matrix
Case Analysis Research Report
Exploratory Research Plan Template
Focus Group Facilitator Evaluation
Focus Group Facilitator Selection Tool
Focus Group Report Template
Hypothesis Testing Tool
In-Depth Interview Guide
Market Requirements Document
Market Research Analysis Template
Market Research Capabilities Assessment
Market Research Decision Problem Template
Market Research Firm Selection Tool
Market Research Problem Template
Market Research Project Schedule
Market Research Report
Market Research RFP Template

Market Research Strategy Scorecard
Market Segmentation and Analysis Tool
Marketing Research Benchmark Report
Positioning Statement Worksheet
Pricing Strategy Template
Product Applications Worksheet
Product Business Case Template
Product Development Assessment
Product Development Budget
Product Development Charter
Product Development Evaluation Matrix
Product Development Metrics Dashboard
Product Development Prioritization Tool
Product Development Process Diagram
Product Feature Competitive Analysis
Product Feature Release Schedule
Product Feature Request Form
Product Features Prioritization Tool

Product GAP Analysis Tool
Product Launch Checklist
Product Launch Plan Template
Product Launch Team Charter
Product Lifecycle Matrix (Boston Square)
Product Management Skills Assessment
Product Marketing Manager Job Description
Product Marketing Objectives Scorecard
Product Profitability Analysis
Product Roadmap Template
Product Sales Analysis Tool
Product Success Drivers Quadrant
Research Conclusion Prioritization Tool
Research Consensus Ranking Tool
Research Proposal Template
Research Request Agreement Template
White Paper Template
Win Loss Analysis Tool

PUBLIC RELATIONS & CRISIS COMMUNICATIONS

FEATURED RESOURCES

Playbook & Toolkits

Public Relations Playbook & Toolkit

Crisis Communications Playbook & Toolkit

Frameworks

Public Relations Framework

Crisis Communications Framework

Popular Tools & Templates

PR Agency Selection Tool

Media Relations and PR Audit

Press Kit Checklist

TRAINING & RESEARCH

On-Demand Training Courses & eWorkshops

Training Course: Public Relations

eWorkshop: Building a PR Program

Benchmark and Technology Research Reports

Public Relations Solution Study

Public Relations Maturity Model

How-To Guides

Building Successful PR Campaigns How-To Guide

PRACTICAL TOOLS & TEMPLATES

Crisis Communications Plan Template

Crisis Communications Review Chart

Crisis Communications Schedule

Crisis Communications Team Organizational Chart

Crisis Communications Team Roles Matrix

Crisis Communications Team Roles Matrix

Crisis Coverage Checklist

Crisis FAQ Template

Crisis Inquiry Journal Template

Crisis Level Chart

Crisis Messaging External Notifications List

Crisis Messaging Internal Notifications List

Crisis Messaging Map Tool

Crisis Procedure for Family Members Template

Crisis Procedure for the Media Template

Holding Statement for Media Template

Key Audience and Groups Crisis Template

Key Audiences and Groups Questions Template

Media Relations and PR Audit

Media Specialist Job Description

PR Agency Selection Tool

Press Kit Checklist

Press Release Template

Public Relations Agency RFP

Public Relations Budget Template

Public Relations Calendar

Public Relations Metrics Dashboard

Public Relations Strategy Scorecard

Public Relations System RFP Template

Public Relations System Vendor Evaluation

Public Relations Vendors Matrix

Spokesperson Designation Template

Spokesperson Procedures Guide Template

Story Trends and Stakeholder Issues Checklist

Topic Matter Expert Contact List

FEATURED RESOURCES

Playbook & Toolkits

Sales Enablement Playbook & Toolkit

Frameworks

Sales Enablement Framework
Sales Enablement Roles Matrix

Popular Tools & Templates

Sales Playbook Template
Sales Operations Maturity Assessment

TRAINING & RESEARCH

On-Demand Training Courses & eWorkshops

Training Course: Sales Enablement
eWorkshop: 10 Ways Marketing Can Drive Efficiencies for Sales
eWorkshop: Sales Enablement Benchmarks & Best Practices
eWorkshop: Integrating Sales Tools Accelerates Sales
eWorkshop: Jumpstart Growth with Sales & Marketing Alignment
eWorkshop: Marketing & Sales Alignment Best Practices
eWorkshop: Sales Enablement Best Practices
eWorkshop: Striking it Rich with Sales Enablement

Benchmark and Technology Research Reports

CPQ Solution Study
Enablement KM Solution Study
Sales Communication Solution Study
Sales Enablement Benchmark Report
Sales Experience Quality Benchmark Report
Sales Intelligence Solution Study
Sales Tools Benchmark Report
Sales Enablement Solutions Matrix

How-To Guides

Developing Sales Playbooks from Journey Maps How-To Guide
Formalizing the Sales Support Function How-To Guide
Sales Compensation Solution Acquisition How-To Guide
Sales Enablement Best Practices Report
Starting Out with Sales Enablement How-To Guide
Developing Sales Playbooks from Journey Maps How-To Guide
Formalizing the Sales Support Function How-To Guide

PRACTICAL TOOLS & TEMPLATES

CPQ Program Metrics Dashboard
CPQ Readiness Assessment
CPQ Strategy Scorecard
CPQ System RFP Template
CPQ Vendor Evaluation Matrix
CPQ Vendors Matrix
Enablement KM Maturity Assessment
Enablement KM Metrics Dashboard
Enablement KM Strategy Scorecard
Enablement KM System RFP Template
Enablement KM Vendor Evaluation
Enablement KM Vendors Matrix

Sales Communication Metrics Dashboard
Sales Communication Strategy Scorecard
Sales Communication Vendors Matrix
Sales Enablement Metrics Dashboard
Sales Enablement Readiness Assessment
Sales Enablement RFP Template
Sales Enablement Skills Assessment
Sales Enablement Strategy Scorecard
Sales Intelligence Maturity Assessment
Sales Intelligence Metrics Dashboard
Sales Intelligence Strategy Scorecard

Sales Intelligence System RFP Template
Sales Intelligence Vendor Evaluation Matrix
Sales Intelligence Vendors Matrix
Sales Operations Maturity Assessment
Sales Operations Metrics Dashboard
Sales Operations Prioritization Tool
Sales Operations Strategy Scorecard
Sales Playbook Template
Web Conferencing Vendor Evaluation Tool

GROWTH PLATFORM POWERED BY DEMAND METRIC

FEATURED RESOURCES

Playbook & Toolkits
Sales Training Playbook & Toolkit

Frameworks
Sales Training Framework

Popular Tools & Templates
Sales Playbook Template
Sales Skills Assessment

TRAINING & RESEARCH

On-Demand Training Courses & eWorkshops
Training Course: Sales Training
eWorkshop: Create and Deliver Great Presentations
eWorkshop: Not all proposals end in Marriage

Benchmark and Technology Research Reports
Sales Tools Benchmark Report

How-To Guides
Achieving Corporate Sales Targets How-To Guide
Adopting Consultative Selling How-To Guide
Documenting Sales Call Opportunities How-To Guide

PRACTICAL TOOLS & TEMPLATES

Account Executive Job Description
Account Scoring Template
Bid or No Bid Assessment
Competitive Products Sales Reference
Feature Advantage Benefit Tool Inside
Sales Manager Job Description Key
Account Analysis
Key Account Planning Tool
Key Account Reporting Tool
Non-Compete Agreement Template
Non-Disclosure Agreement NDA

Objection/Response Tool
Sales Analysis Tool
Sales Analyst Job Description
Sales Call Reporting Tool
Sales Forecasting Chart
Sales Forecasting Tool
Sales Growth Team Charter
Sales Playbook Template
Sales Presentation Template
Sales Productivity Metrics (Daily)
Sales Productivity Metrics (Monthly)

Sales Productivity Metrics (Quarterly)
Sales Proposal Template
Sales Recruiting Assessment
Sales Script Template
Sales Skills Assessment
Sales Support Effectiveness Survey
Sales Training Assessment
SPIN Selling Questions Tool
Stakeholder Analysis Matrix
Territory Management Checklist
Unique Selling Proposition Template

TOOLBOX POWERED BY DEMAND METRIC

FEATURED RESOURCES

Playbook & Toolkits

Shopper Marketing Playbook & Toolkit

Frameworks

Shopper Marketing Framework

Popular Tools & Templates

Shopper Marketing Coupon Best Practices Checklist

TRAINING & RESEARCH

On-Demand Training Courses & eWorkshops

Training Course: Shopper Marketing

Benchmark and Technology Research Reports

Shopper Marketing Vendors Matrix

How-To Guides

The Definitive Shopper Marketing Guide

Shopper Marketing Glossary

PRACTICAL TOOLS & TEMPLATES

Shopper Marketing Profile Template

Shopper Marketing Roles Matrix

Shopper Marketing Maturity Model

Shopper Marketing Budget Template

Shopper Marketing Metrics Dashboard

Shopper Marketing Strategy Workbook

Shopper Marketing Program Strategies

Shopper Marketing Manager Job Description

Shopper Marketing Profile Interview Questions

Shopper Marketing Vendor Selection Tool

Shopper Marketing Vendors Matrix

Shopper Marketing System RFP Shopper

Marketing Project Plan Shopper

Marketing Maturity Assessment

Shopper Marketing Signage Best Practices Checklist

Shopper Marketing Competition Tracking Database

Shopper Marketing Mobile Best Practices Checklist

Shopper Marketing Business Case

Shopper Marketing Coupon Best Practices Checklist

Shopper Marketing Partnership Prioritization Tool

Shopper Marketing Contest Best Practices Checklist

Shopper Marketing Insights Database

Shopper Marketing Journey Stages Template

Trade Promotion Evaluation Matrix

Trade Promotion ROI Calculator

GROWTH PLATFORM POWERED BY DEMAND METRIC

FEATURED RESOURCES

Playbook & Toolkits
Social Media Marketing Plan Playbook & Toolkit

Frameworks
Social Media Marketing Framework
Social Business Maturity Model

Popular Tools & Templates
Social Media Opportunity Assessment
Social Media Governance Document

TRAINING & RESEARCH

On-Demand Training Courses & eWorkshops
Training Course: Social Media Marketing
eWorkshop: 2016 State of Social Media Marketing
eWorkshop: Building a Social Enterprise
eWorkshop: Leveraging Pinterest for Business
eWorkshop: Social Media Metrics

Benchmark and Technology Research Reports
Social Media Marketing Solution Study
Social Media Analytics Benchmark Report

How-To Guides
Strategizing for Myspace's Comeback How-To Guide
Successful Newsjacking How-To Guide
Understanding Twitter for Business How-To Guide
Using Google+ for Business How-To Guide
Creating a Social Media Policy How-To Guide
Effective Use of Instagram for Business How-To Guide

PRACTICAL TOOLS & TEMPLATES

Facebook Page Checklist
Google+ Implementation Checklist
Instagram Implementation Checklist
LinkedIn Company Page Checklist
LinkedIn Group Checklist
Pinterest Implementation Checklist
Social Analytics System RFP Template
Social Analytics Vendor Evaluation
Social CRM Best Practices
Social Engagement System RFP Template
Social Engagement Vendor Evaluation
Social Experience System RFP Template
Social Experience Vendor Evaluation

Social Listening System RFP Template
Social Listening Vendor Evaluation
Social Media Business Case
Social Media Channel Map
Social Media Channel Selection Tool
Social Media Competitor Tracking Template
Social Media Consulting Services RFP Social
Media Governance Document
Social Media Implementation Checklist
Social Media Manager Job Description
Social Media Marketing Budget Template
Social Media Marketing Calendar 2017
Social Media Maturity Assessment

Social Media Metrics Dashboard
Social Media Monitoring
Social Media Opportunity Assessment
Social Media Policy and Guidelines
Social Media Project Charter
Social Media Risk Assessment
Social Media Specialist Job Description
Social Media Strategy Scorecard
Social Media Strategy Workbook
Social Media Usage Survey
Social Media Vendors Matrix
Top Social Media Sites Database
Twitter for Business Checklist

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FEATURED RESOURCES

Playbook & Toolkits
Video Marketing Playbook & Toolkit

Frameworks
Video Marketing Framework

Popular Tools & Templates
Video Script Template
Video Marketing Maturity Assessment

TRAINING & RESEARCH

On-Demand Training Courses & eWorkshops
Training Course: Video Marketing
eWorkshop: Using Video to Engage, Score, and Qualify Leads
Workshop: Video Content Marketing & Metrics

Benchmark and Technology Research Reports
Video Marketing Solution Study
Video Content Metrics Benchmark Report
State of Video Marketing Benchmark Report
Video Marketing Benchmark Report

How-To Guides
Selecting Content Types for Video How-To Guide
Enhancing Content with Video Marketing How-To Guide
Creating Successful Online Videos How-To Guide

PRACTICAL TOOLS & TEMPLATES

Post-Production Workflow Model

Pre-Production Planning Checklist

Recording Live Video Checklist

Recording Video Presentations Checklist

Video Marketing Assets Database

Video Marketing Budget Template

Video Marketing Business Case

Video Marketing Manager Job Description

Video Marketing Maturity Assessment

Video Marketing Maturity Model

Video Marketing Metrics Dashboard

Video Marketing Posting Calendar

Video Marketing Project Plan

Video Marketing RFP Template

Video Marketing Strategy Scorecard

Video Marketing System RFP Template

Video Marketing Vendor Evaluation

Video Marketing Vendors Matrix

Video Production Project Schedule

Video Production Stages Map

Video Script Template

Video Topic Prioritization Tool

YouTube Posting Checklist

WEBINAR & EVENT MARKETING

FEATURED RESOURCES

Playbook & Toolkits
Event Marketing Playbook & Toolkit
Webinar Program Playbook & Toolkit

Frameworks
Event Marketing Framework
Webinar Program Framework

Popular Tools & Templates
Social Media Opportunity Assessment
Social Media Governance Document

TRAINING & RESEARCH

On-Demand Training Courses & eWorkshops
Training Course: Event Marketing
Training Course: Webinar Program
eWorkshop: 5 Ways to Improve Your Webinar Leads
eWorkshop: 7 Ways to Enhance Webinar Promotions
eWorkshop: Better Webinars - Content Mapping Edition
eWorkshop: Streamlining the Sales Cycle with Webinars
eWorkshop: The Anatomy of a Great Webinar
eWorkshop: Using Mobile and Social for Events

Benchmark and Technology Research Reports
Event Engagement Benchmark Report
Event Marketing Benchmark Report
Online Event Marketing Technology Overview

How-To Guides
Collect Leads with City Tours How-To Guide
Executing an Event Marketing Plan How-To Guide
Fundamentals of Event Marketing How-To Guidee
Generate Leads with Webinars How-To Guide

PRACTICAL TOOLS & TEMPLATES

Competitive Webinar Tracking Tool
Conference Agenda Checklist & Timeline
Conference Budget Template
Conference Management Database
Conference Planning Checklist
Event Management Vendor RFP Template
Event Marketing Maturity Assessment
Event Marketing Metrics Dashboard
Event Marketing Plan Methodology
Event Marketing Strategy Scorecard
Event Planning Checklist
Events Tracking Database
Events Manager Job Description

Online Event Marketing System RFP
Post Conference Survey
Tradeshow Evaluation Checklist
Tradeshow Evaluation Matrix
Tradeshow Lead Capturing Form
Tradeshow Program ROI Calculator
Tradeshow ROI Calculator
Webinar Budget Template
Webinar Checklist Template
Webinar Consulting Services RFP
Webinar Evaluation Template
Webinar Metrics Dashboard
Webinar Plan Template

Webinar Presenter Evaluation Tool
Webinar Program Business Case Template
Webinar Program Manager Job Description
Webinar Program Maturity Assessment
Webinar Program Methodology
Webinar Program Strategy Workbook
Webinar Project Management Tool
Webinar Promotions Calendar
Webinar Risk Assessment Tool
Webinar ROI Calculator
Webinar Speakers Database
Webinar Strategy Scorecard
Webinar Topic Mapping Tool

FEATURED RESOURCES

Playbook & Toolkits
Website Redesign Playbook & Toolkit
Blogging for Business Playbook & Toolkit
Search Engine Optimization Playbook & Toolkit

Frameworks
Website Redesign Framework
Blogging for Business Framework
Search Engine Optimization Framework

Popular Tools & Templates
Website Program Maturity Assessment
Website Design Budget
UX Testing Process Template

TRAINING & RESEARCH

On-Demand Training Courses & eWorkshops
Training Course: Website Redesign
Training Course: Blogging for Business
Training Course: Search Engine Optimization
eWorkshop: Trends in Personalization
eWorkshop: Building A Data Driven Website
eWorkshop: Learning to Love SEO

Benchmark and Technology Research Reports
SEO Technology Overview Guide
Website Optimization Benchmark Report
Demand Generation & SEO Benchmark Report
SEO Marketing Benchmark Report

How-To Guides
Build An RFP For Web Design How-To Guide
Creating Agile SEO Campaigns How-To Guide
Evaluating Website Effectiveness How-To Guide
Preparing for a Website Redesign How-To Guide
Tag Management Best Practices How-To Guide
Creating a Blog for your Business How-To Guide

PRACTICAL TOOLS & TEMPLATES

Blog Platform Database
Blog Policy Template
Blog Post Inspiration List
Blog Post Syndication Calendar
Blogging Maturity Assessment
Blogging Metrics Dashboard
Blogging Promotion and Engagement Checklist
Blogging Topic Prioritization Tool
Competitive Website Analysis Tool
Personalization System RFP Template
Personalization Vendor Evaluation
Personalization Vendor Matrix
Privacy Policy Template
SEO App Store Optimization Checklist
SEO Blog Post Optimization Checklist
SEO Keyword Database
SEO Keyword Value Estimator

SEO Maturity Assessment
SEO Mobile Optimization Checklist
SEO On-Page Optimization Checklist
SEO System RFP Template
SEO Vendor Evaluation
SEO Vendors Matrix
Terms of Use Policy Template
UX Testing Process Template
Web Content Audit Tool
Web Content Management System RFP Template
Web Content Management Vendor Evaluation
Web Infrastructure Checklist
Web Metrics Reporting Tool
Web Requirements Document
Web Requirements Priority Index
Webmaster & SEO Expert Job Description
Website Design Budget

Website Design RFP Template
Website Governance Document
Website Launch Checklist
Website Page Map Template
Website Program Maturity Assessment
Website Program Metrics Dashboard
Website Program Prioritization Tool
Website Program Strategy Scorecard
Website Project Charter Template
Website Reporting Template
Website Requirements GAP Analysis
Website Roadmap Template
Website ROI Calculator
Website Usage Survey Template
Website Vendor Selection Tool
YouTube Posting Checklist

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