



THE B2B MARKETER'S POST-ACQUISITION PLAYBOOK

Where to begin after the deal closes

Proven steps to review, rebrand and rescale the marketing direction while protecting valuable brand credibility and story. Created for marketing teams that need a plan asap.

Create Combined Brand Messaging

First and foremost, you need boilerplate relationship statements and a rollout on all channels as soon as the news breaks.

Sales-facing Support

Sales tools are typically needed quickly with new branding, value statements, with combined markets, products & services.

Visual Branding Updates

Depends on the new relationship and the goals for working together moving forward. Be ready to share logos and guides.

Align Systems Across the Company

Everyone will be on the same CRM eventually. This won't happen overnight.

Short-Term Goals

Prioritize what needs to happen immediately. In the next day, first week and first month.

Your Current Campaigns

Just because there is a huge new amount of work to do, doesn't mean your campaigns stop running to catch up. Get a list and work top down.

Understand Your New Market Segments

Take the time to review and compare where your services fit into your expanded markets.

Understand the Trademarks

Share any product or brand trademark data for ® © ™ uses so consistency reigns across your new team. This includes Sales and Engineering.

Grab mane and kick on!

Marketing teams that have not gone through the post-acquisition process are easily overwhelmed without a plan. De-stress your team, organize and move quickly with the secure knowledge what needs to be created and when.

READY FOR CLEARER MESSAGING & DELIBERATE MARKETING?

Get your 20 minute exploration call.

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