

Gabe Larsen Marketing Scorecard

Product Marketing	Comms Marketing	Demand Generation	Business Development	Customer Marketing	Marketing Operations					
Market Intelligence	5	Design	9	Events	8	Identify	Reputation	8	Process	3
Company Positioning	6	PR	5	ABM	7	Contact	Community	8	Systems	7
Sales Enablement	7	Content	9	Campaign Management	4	Qualify	Communication	4	Budget	4
Product Content	9	Social	3	Web Development	6	Pass			Reporting	2
Analyst Relations	3	Internal Comms	3	Email Automation	6					
				SEO	4					
				SEM	8					
				Conversion	6					
				Partners	2					