

## New VP Marketing First-90-Days Decision Tree

### Domain Methods

#### WHAT THIS WORKSHEET IS FOR

Use this after the first trust scan. The goal is to choose the first fix that makes the next marketing decision safer, not to clean every dashboard in the first quarter.

#### 1. NAME THE DECISION UNDER PRESSURE

- Decision at risk: budget / pipeline review / forecast / board update / growth plan / other
- Meeting where the disagreement shows up: \_\_\_\_\_
- Executive who needs the answer: \_\_\_\_\_
- Date when this needs to be safer: \_\_\_\_\_

#### 2. CHECK THE CHANNEL REPORTING BRANCH

Mark this branch if spend, source, campaign, or pipeline trust differs mainly by channel.

- Platform spend and CRM pipeline disagree by channel: yes / no
- Campaign naming or UTM capture changes the result: yes / no
- Finance challenges marketing-sourced pipeline: yes / no

First move if yes: channel reporting and attribution cleanup.

#### 3. CHECK THE FUNNEL DEFINITION BRANCH

Mark this branch if the same stage or revenue word means different things across teams.

- Marketing, sales, RevOps, or finance define the stage differently: yes / no
- Inclusion or exclusion rules are undocumented: yes / no
- The argument survives even when channel reporting is removed: yes / no

First move if yes: funnel definition alignment.

#### 4. CHECK THE CONVERSION INSTRUMENTATION BRANCH

Mark this branch if events, routing, campaign capture, or handoff records are unstable.

- Forms, UTMs, demo requests, or trial events drop context: yes / no
- Routing or enrichment overwrites the data reporting needs: yes / no
- A manual record check changes the conversion story: yes / no

First move if yes: conversion instrumentation repair.

## 5. CHECK THE TRANSLATION BRANCH

Use this branch when the team cannot name the decision, owner, metric family, or first success condition.

- Decision to improve: \_\_\_\_\_
- Owner of tradeoffs: \_\_\_\_\_
- Metric family in scope first: \_\_\_\_\_
- First success condition: \_\_\_\_\_

First move if unclear: scoped translation sprint before build work.

## 6. RECOMMENDED FIRST 90-DAY FIX

- Chosen branch: channel reporting / funnel definitions / conversion instrumentation / translation sprint
- Narrow first path to make decision-grade: \_\_\_\_\_
- What can stay directional for now: \_\_\_\_\_
- Doorway path: Where Did the Money Go? / Three Teams, Three Numbers / Translate the Ask