

# 5 SMART MARKETING QUESTIONS TO ASK BEFORE YOU CUT

Before you slash your marketing budget—or shift dollars around based on gut feel—take a moment to pause. This quick self-check will help you approach budget cuts (or pivots) with insight instead of anxiety.

## 1 Do I know what's actually working?

Before cutting anything, identify what's driving results—based on data, not assumptions. What metrics are you collecting?

## 2 Are we clear on our most important objective right now?

Marketing can't do everything at once. Is your team aligned on the single most important goal for this quarter?

## 3 Is our messaging aligned with what our audience needs today?

Audience behavior shifts fast—especially in uncertain times. Has your messaging kept up?

## 4 Do we know what our competitors are doing—and where we can win?

Sometimes the best strategy isn't doing more—it's doing different. What whitespace exists in your category?

## 5 Are we thinking about brand and performance as partners—or trade-offs?

Cutting brand investments to protect performance might feel safe, but it often leads to longer-term erosion. Can you do both with smarter targeting, insight, and prioritization?

*This toolkit is a resource from The Bristoll Group, a strategic brand consultancy that helps growing businesses gain clarity through insight.*