

# FROM CURIOSITY TO CONTRACT

*Marketing Alignment Guide  
for the Infrastructure Industry*



## INTRODUCTION

Most infrastructure companies aren't short on leads, they're short on systems.

Without a clear process for turning curiosity into contracts, opportunities get lost in the shuffle.

That's where the **MIGHTY MARKETING GROWTH FRAMEWORK** begins, with clarity and alignment.

This checklist is designed specifically for C-suite executives, sales leaders, and marketing professionals in the infrastructure industry. It helps you evaluate your current go-to-market approach at every phase, from initial awareness to long-term implementation. But more importantly, it ensures your marketing isn't operating in a silo. It helps you align marketing with your business goals, sales priorities, and company values.

If you've already taken the **MIGHT METER™** assessment, this is your next step: a strategic follow-up that maps action to insight. If not, we recommend starting there to get a quick pulse on your company's marketing maturity.

Together, the **MIGHT METER™** and this **Readiness Checklist** ensure your marketing:

- Moves with your sales cycle
- Speaks to your market
- And reflects your mission and values

## **PHASE 1: AWARENESS & LEAD GENERATION (1-3 MONTHS)**

**Your Goal: Spark curiosity and generate qualified interest.**

### **ASK YOURSELF:**

- Are our marketing efforts tied directly to business development goals?
  - Do we have a clear, differentiated message that reflects our company's purpose?
  - Are we generating leads from the right markets or sectors?
  - Have we identified where our messaging is out of sync with how we actually deliver?
  - Are we tracking which channels yield real sales conversations, not just clicks?
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## **PHASE 2: RELATIONSHIP BUILDING & NEEDS ASSESSMENT (3-6 MONTHS)**

**Your Goal: Build trust and identify fit.**

### **ASK YOURSELF:**

- Are we building relationships with stakeholders who align with our company values and priorities?
  - Is our content showing how we solve business-level challenges, not just marketing ones?
  - Are we speaking to the emotional and operational needs of infrastructure decision-makers?
  - Are our team's values and approach evident in how we show up in the sales process?
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## **PHASE 3: PROPOSAL & NEGOTIATION (3-12 MONTHS)**

**Your Goal: Provide clarity, confidence, and optionality.**

### **ASK YOURSELF:**

- Does our proposal reflect the client's business goals, not just deliverables?
- Are we articulating why we do this work and how that benefits the client long-term?
- Have we demonstrated how our solution aligns with their strategic vision?
- Are we clearly connecting proposed ROI with their internal success metrics?

## PHASE 4: APPROVAL & CONTRACT SIGNING (3-6 MONTHS)

**Your Goal: Minimize friction and prep for momentum.**

### ASK YOURSELF:

- Are we making it easy for them to say yes, through legal, trust, and operational clarity?
  - Have we reinforced shared values and partnership expectations in the MSA/SOW?
  - Are we aligning timelines and processes with their operational realities?
  - Do they feel confident we understand how they work, not just what they want?
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## PHASE 5: IMPLEMENTATION & FOLLOW-UP (ONGOING)

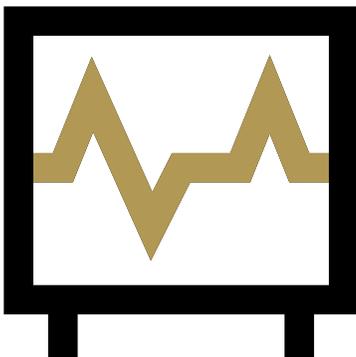
**Your Goal: Execute efficiently and build long-term momentum.**

### ASK YOURSELF:

- Are we delivering in a way that reflects our values and builds long-term trust?
  - Do our reporting and reviews connect progress to their larger business goals?
  - Are we uncovering new ways to support them, not just fulfill tasks?
  - Have we created space for honest feedback and collaborative growth?
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### PULSE CHECK:

## ARE YOU LIVING YOUR MISSION THROUGH MARKETING?



- Does your current marketing reflect what you stand for?
- Can your team articulate how marketing supports the business vision?
- Are your campaigns earning trust, or just attention?

# CONCLUSION

Marketing should never feel disconnected from your business priorities, or from the purpose that drives your company.

This checklist isn't just a tool for tactical readiness. It's designed to help you:

- Align marketing with sales objectives and revenue growth
- Reflect your company's mission and values in every campaign
- Build momentum and trust through every stage of the sales cycle

The **MIGHT METER™** shows you *where you are*.

The **Readiness Checklist** shows you *what to do next*.

***Mighty Marketing helps you bring it all together, strategy, systems, and vision.***

## LET'S BUILD MARKETING THAT'S AS PURPOSE-DRIVEN AS IT IS POWERFUL.

### NEXT STEPS

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#### HOW MIGHTY IS YOUR MARKETING?

Take the **MIGHT METER™**, a fast, free assessment for infrastructure companies to:

- Spot what's working (and what's not)
- Uncover growth opportunities
- Get clear next steps

[Take the Assessment](#)

2



#### IS YOUR MARKETING DRIVING REAL RESULTS?

In just 15 minutes, we'll help you:

- Spot gaps in your current strategy
- Uncover quick wins for growth
- Align marketing with your business goals

[Book a Strategy Call](#)