

# Time to Change the Game Plan

## 10 Tough Questions Partners Should Be Asking When Doing This Year's Marketing Budget

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1. Do we have the right partner in charge of marketing?
2. Does each of our niche practices deserve the same level of marketing support?
3. Are we getting a return on our investment in marketing?
4. Is our website ineffective or obsolete?
5. Are we wasting firm resources with social media?
6. Does our marketing department have the right skill set?
7. How does our marketing program and efforts benchmark against our competitors?
8. How good a job are we doing at creating thought leaders?
9. How effectively are we bringing our branding and positioning to life?
10. Do we have the right marketing tools and technologies in place for reaching our goals and objectives?

Read full blog article [here](#).