



EdTech Marketing

Inbound-Led Outbound

Readiness Checklist

Checklist Point	Summary
<input type="checkbox"/> 1. Is your Annual Contract Value (ACV) over \$35k?	Ensure your revenue supports this program; an ACV of \$35k+ is ideal, though \$20k may suffice in unsaturated markets.
<input type="checkbox"/> 2. Is your average Sales Cycle longer than 6 months?	Long sales cycles benefit most from this strategy, as it positions you as a solution early in the buying journey.
<input type="checkbox"/> 3. Does the Buying Process involve Multiple Stakeholders?	If multiple stakeholders are involved, re-targeting company-wide accounts builds trust and creates cross-departmental buy-in.
<input type="checkbox"/> 4. Is the Buying Process Relationship-Intensive?	Relationship-driven processes thrive with this approach by nurturing accounts and equipping SDRs with insights for meaningful outreach.
<input type="checkbox"/> 5. Do you already have content channels in place?	Content channels like blogs or social posts accelerate demand generation and provide valuable insights for SDRs.
<input type="checkbox"/> 6. Do you have SDRs? Do they have capacity for scalable outreach?	SDRs must have tools and plans to act quickly and meaningfully on real-time engagement alerts, supported by a seamless tech stack.
<input type="checkbox"/> 7. Do sales and marketing collaborate on the same goals?	Align sales and marketing under shared accountability to drive and measure the success of the Inbound-Led Outbound strategy.

[Book a Slot](#)