

Multichannel Demand Generation Checklist

Check whether your demand engine can survive losing its best channel.

☐ No single channel contributes more than 50% of new customer acquisition.

☐ At least 3 channels are active and generating qualified leads today.

☐ Each channel has its own CAC and conversion rate tracked separately.

☐ A new channel is being tested every quarter, even a small one.

☐ Paid, organic and outbound are all represented in the channel mix.

☐ Channel performance is reviewed monthly, not just when something breaks.

☐ There's a documented playbook for your best-performing channel.

☐ Referral or word-of-mouth demand is tracked, not just assumed.

☐ Marketing and sales agree on what counts as a qualified lead.

☐ A backup channel exists that could be scaled up within 30 days if needed.

Want us to run this with you?

Book a free Growth Audit. No pitch deck, just a plan.

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