

Questions Must be Asked

That brief wasn't wrong.

It just wasn't strong enough yet.

I hear a lot of concern about campaign briefs being blamed when performance falls short.

The request usually makes sense on paper.

The tactic is familiar.

The data appears to support the ask.

And still, the campaign misses its goal.

When that happens, some marketers conclude the brief failed.

I take a different approach. I start asking questions.

In one recent campaign, what began as a straightforward retargeting recommendation became a very different strategy once I pressure-tested the assumptions behind it.

Not because the tactic was flawed.

Because the original question was not precise enough to support the decision it was meant to drive.

The campaign did not outperform previous efforts because I optimized harder.

It worked because I did not treat execution as the starting point.

I documented the case study to show how strategic questioning reshaped the campaign structure, audience strategy, and internal decision-making.

If you're curious how stronger questions led to a better outcome, you can read it here:

👉 <https://bit.ly/3OgPSEJ>

Strong marketing is not about finding the right answer quickly.

It is about asking questions that are strong enough to trust.