

MONDAY MEMO

Three Things to Send Your Team

Each of these moves fits inside a single quarter, and each gives any Q4 budget still on the table a job that compounds into 2027.

1 Publish What Takes a Signature

Case studies were the highest-impact content format for marketers in 2026 ([INFUSE Voice of the Marketer 2026](#)). Buyers agree ([INFUSE Voice of the Buyer 2026](#)).

The test for your team is simple. If an asset did not need someone’s approval, it did not cost you anything, and it cannot defend you. Signed customer stories, ROI studies, and named references are slow to produce and hard for a competitor to copy, which is exactly why they work. **The approval is your armory.**

Monday action: Name one customer story your team can get signed this quarter, then get the signature and publish it.

2 Take a Position AI Cannot Averag

An AI model trained on your category returns the average of your category. Sameness is arithmetic. A position only your company can hold is the one input the model cannot reproduce from what it already has, which makes it the one input worth publishing.

Marketing is funding the opposite. Custom research holds the lowest funded increase in the early 2027 read, and an industry point of view ranks last among marketers’ own content priorities. Buyers keep asking for both, and their message to vendors is direct: show me you know my industry, and I will listen.

Discoverability raises the stakes. AEO tooling makes your content readable to answer engines, yet only a distinct position makes it citable, because an answer engine has no reason to cite the fortieth vendor repeating what the first thirty-nine said. If a competitor can publish it unchanged, it is not a point of view.

Monday action: Give your team one claim, backed by data you own, that no competitor could publish under its own logo.

3 Prove It in Their Stack, Not Your Deck

Integration leads buyer evaluation criteria by a wide margin, and industry understanding is one of the strongest reasons buyers renew. Generic, high-volume content feels productive and looks good on a dashboard, yet it is noise your buyers already ignore.

Proof that your solution works inside the buyer’s stack, written for the buyer’s industry, and delivered to each member of the buying group is what gets used in the room where the decision is made. Most of that room never talks to your sales team, so the proof has to reach them without a meeting.

Monday action: Pick your top three target industries and check whether a buyer in each could find integration proof and an industry-specific outcome without talking to sales.

SPEND THE REST OF 2026 ON WHAT YOUR COMPETITORS CANNOT COPY

Budget left in Q4 decides which brands enter 2027 with proof and pipeline already working. INFUSE builds demand programs around the full buying group, the proof it needs to decide, and the discoverability that puts you on the shortlist.

[Talk with a demand expert before your budget closes](#)

