

MARKETING ASSESSMENT



Check your marketing effectiveness:

Using the scale to the right, rate your business on each of the criteria.

1= Not True
2= Somewhat True
3= Very True

- 1. You can clearly define what will be different for your business if you are marketing is successful.
- 2. You know how your best supporters first heard about you.
- 3. You regularly measure the effectiveness of your marketing efforts.
- 4. You know who wants to invest their dollars/time in your business.
- 5. You can describe your ideal client.
- 6. You can clearly identify your competition.
- 7. You know what is *truly unique* about your business.
- 8. You have a strong visual identity (logo, colors, fonts custom images/video) and use it consistently.
- 9. You know what motivates your best supporters to work with you.
- 10. You have a snappy, easy-to-say response to the question, "what does your business do?"
- 11. You know the difference between the features and benefits of your business offerings.
- 12. You can articulate why someone should choose you over the competition.
- 13. You have identified your **core message** and use it consistently.
- 14. You know the basic demographics of your past and your current supporters (age, interest, gender).
- 15. You have a website that motivates your supporters to engage with you.

TOTAL SCORE

0 to 24: *your current marketing efforts are probably not helping you achieve your goals. The good news is, there's nowhere to go, but up!*

25 to 39: *the time and money you've invested in your marketing is moving your forward, but it needs some refining if it's going to help you achieve your goals*

40 to 45: *Congratulations! You've mastered the basics of good marketing. Now, with a little bit of fine-tuning, you'll be on your way to marketing success!*

Ready to grow your business?

If you want to scale year-over-year, you'll need strategic marketing. To ensure your marketing efforts are *strategic* and meet your business goals, sign up for a FREE strategic marketing consult at UpLevelC.com