

# MARKETING SCORECARD

Marketing is how you communicate and deliver value. It can be a significant driver of growth. Watch this brief introductory video and complete the scorecard below to understand if you have what you need to succeed at growth through marketing. Any question that is not a confident “Yes” is an opportunity to enhance your approach.

		Yes	No	If “No” ...
<b>INFRASTRUCTURE</b>	Do you have a formal, documented marketing plan?			Proceed to Step 2: Marketing Plan
	Are your marketing objectives and goals clear and align to your business goals?			<ul style="list-style-type: none"> <li>• Toolkit: Business planning</li> <li>• Establish SMART goals</li> </ul>
	Do you have a clear target audience, understand and speak to their specific needs, and are able to effectively reach and engage them?			<ul style="list-style-type: none"> <li>• Toolkit: Develop an ideal client persona</li> <li>• Toolkit: Articulate your value</li> <li>• Make sure you’re using the right strategy &amp; tactics</li> </ul>
	Do you have a strong website that is optimized for leads?			Take the FMG website assessment
<b>OUTCOMES</b>	If you’re actively using marketing to grow, are you happy with the results?			Review the 6 reasons why your marketing efforts may not be working
	Do you have the right resources (human and technology), skills, and/or partnerships to produce quality marketing output and outcomes?			Determine how to gain marketing capacity and competency
	Are you able to consistently convert leads to clients?			Define your sales process
	Do you track, review, and make decisions based on key metrics?			Use marketing metrics like a pro