DIGITAL MARKETING SERVICES

The Marketing Effectiveness Scorecard

Score your marketing across 25 factors and get a tier report — Foundational, Developing, Strong, or Elite — with what separates each tier.

How scoring works

25 checks across 5 categories, 2 points each, 50 points total. Your total maps to one of 4 tiers below — each tier report explains exactly what moves you to the next one.

Category 1 — Strategy & Positioning (5 checks)

✓	Check
☐	You can state your ideal customer in one sentence
☐	Your messaging differentiates you from the 2 nearest competitors
☐	You have a documented, written marketing plan (not just in someone's head)
☐	Pricing and positioning are aligned (not competing on price you can't sustain)
☐	You review and adjust strategy quarterly, not just annually

Category 2 — Content & Brand (5 checks)

✓	Check
☐	Website copy speaks to customer outcomes, not just features
☐	Brand visuals are consistent across every channel
☐	You publish content on a regular, sustainable cadence
☐	Content has a clear point of view, not generic industry commentary
☐	You repurpose content across channels instead of starting from zero each time

Category 3 — Acquisition Channels (5 checks)

✓	Check
☐	You know your best-performing channel by actual data, not gut feel
☐	You're active in at least 2 channels, not fully dependent on 1

☐	Paid channels (if used) have positive ROI, tracked and verified
☐	Organic search brings meaningful, trackable traffic
☐	Referral/word-of-mouth is actively encouraged, not left to chance

Category 4 — Conversion & Tracking (5 checks)

✓	Check
☐	Analytics are set up correctly and reviewed regularly
☐	You know your cost per lead and cost per customer
☐	Your website converts visitors at or above industry benchmark
☐	Every marketing dollar can be traced to an outcome
☐	You A/B test at least one thing on an ongoing basis

Category 5 — Retention & Growth (5 checks)

✓	Check
☐	You have a system for staying in touch with past customers
☐	Reviews/testimonials are actively collected, not accidental
☐	Repeat/referral business is a tracked, growing number
☐	You have an upsell or expansion offer for existing customers
☐	Customer feedback actively shapes your marketing and offers

Your Tier Report (out of 50)

Foundational (0-19): The basics aren't in place yet — strategy and tracking come before spend.
Developing (20-29): Real progress, but inconsistent execution is capping results.
Strong (30-39): A solid, working system — the next gains come from optimization, not new

tactics.
Elite (40-50): Marketing is a genuine growth engine — focus shifts to scale and defensibility.

Want your score verified and a real action plan?

The **Full-Funnel Marketing Audit ($497)** reviews your actual marketing against every category here, with a prioritized fix list.

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