

## Marketing Metrics: Measuring Success

- 4** My marketing team has a budget that is 8-11% of my company's total revenue.
- 5** - Yes, we hit that mark.
  - 3** - No, but it's close.
  - 1** - No, not even close.
- 5** I've given my marketing team authority to try different marketing tactics to see what works.
- 5** - Yes, my marketing team has authority over their budget and initiatives.
  - 3** - Yes, but I have to approve initiatives over a certain amount.
  - 1** - No, I have to be involved in all marketing decisions.
- 4** I know my Client Acquisition Cost (CAC) from marketing.
- 5** - Yes, I know the number and am comfortable with it.
  - 3** - Roughly, but I haven't heard about it in a while.
- Metrics that relate to the bottom line.  
Metrics in our monthly meetings.

# Marketing Self-Assessment Tool for CEOs

This marketing self-assessment will help you identify where your company's marketing department is strong and which areas might need more attention.



*Rate your company a score of 0-5 (0 being the worst, 5 being the best) for each statement.*

*We've mapped out some scenarios to help you gauge where you stand.*

## Marketing Strategy: Strength of your Foundation

**My company understands who our ideal customers are.**

**5** - Yes, we even have it written down!

**3** - Yes. When I say it out loud, everyone is tired of hearing it.

**1** - No, not really.

**My company understands why our customers buy from us.**

**5** - Yes, our value proposition is clearly communicated within the organization, on our website, and with our customers.

**3** - Yes, we understand what makes us different but haven't formally defined it.

**1** - Because our customers trust us and we do good work.

**My marketing team has built at least 3 buyer personas.**

**5** - Yes, all I have to do is say the persona name and everyone knows who I am talking about.

**3** - Yes, we can talk about in a meeting, but we don't have it written down anywhere.

**1** - No, we haven't built personas.

**We know where to go to find our next customer.**

**5** - Yes, we market in their space both online and offline in addition to our referral campaign.

**3** - Yes, we know what tradeshow to go to, but are still looking for our niche online.

**1** - No, but we try to cover all grounds.

**Marketing Strategy Total**

# Market Awareness: How Well it is Working

— **My company has a reputation with our target customers as a reliable player in our industry.**

**5** - Yes, our name is listed at the top of online industry lists and on the tip of the tongue for our industry partners.

**3** - Yes, but it's mainly through word of mouth.

**1** - No, we are not standing out in our industry.

— **My company gets sole-sourced for new business.**

**5** - Yes, we've won at least 3 sole-sourced deals in the past year.

**3** - Occasionally, about 1 per year.

**1** - No, this doesn't happen.

— **My company is able to achieve premium pricing against the competition.**

**5** - Yes, we can sell our premium pricing by communicating our value and expertise over low-budget alternatives.

**3** - Sometimes. But even with warm prospects, we find ourselves getting undercut with lower-budget alternatives.

**1** - No, this is difficult for us.

— **My company regularly shares our expertise through thought leadership (articles, white papers, case studies, infographics) via in-person and digital channels.**

**5** - Yes, our marketing team sticks to an editorial calendar of 5+ posts per month and monthly offers.

**3** - Somewhat regularly. We skip weeks.

**1** - No, only once in awhile.

— **Market Awareness Total**

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**1** - No, I have to be involved in all marketing decisions.

I know my Client Acquisition Cost (CAC) from marketing.

**5** - Yes, I know the number and am comfortable with it.

**3** - Roughly, but I haven't heard about it in a while.

**1** - No.

My marketing team regularly reports on metrics that relate to the bottom line.

**5** - Yes, I am comfortable with the ROI I am seeing from the metrics in our monthly meetings.

**3** - Sometimes, but I have to ask for more specific bottom line-related metrics.

**1** - No, their metrics don't relate to the bottom line.

**Marketing Metrics Total**

# Lead Generation: Filling the Pipeline

## My company's website is optimized to rank well on search engines.

**5** - Yes, our full site has been optimized and we are ranking well for our target keywords.

**3** - Some pages have been optimized and we are waiting for results.

**1** - No, our site is not optimized.

## We have a blog on our website and publish new posts regularly (minimum 4 per month).

**5** - Yes, it happens like clockwork.

**3** - Mostly, sometimes we skip a week.

**1** - No, we don't have a blog.

## We have gated content offers on our website.

**5** - Yes, we have 3+ gated offers for different parts of the buyer's journey.

**3** - Yes, we have 1 or 2 gated offers.

**1** - No, we don't have gated content.

## We network at events where our prospects and customers gather.

**5** - Yes, the sales and marketing teams regularly network at events where we meet our target customer.

**3** - We network regularly, but rarely find qualified prospects.

**1** - No, we aren't networking.

## Lead Generation Total

## Sales Support: Closing the Loop

— **My company has materials (case studies, whitepapers, and other materials) that our sales team uses to move prospects through the buyer's journey.**

- 5** - Yes, sales and marketing worked together to carefully create offers geared to specific sales situations.
- 3** - We have a few boilerplate case studies for our sales team to use.
- 1** - No, but we have brochures.

— **My company uses a CRM system.**

- 5** - Yes, we rely heavily on its lead-scoring, automation, and metrics.
- 3** - Yes, but we mostly use it for notes and contacts.
- 1** - No, we only use email.

— **My company nurtures prospects who are not yet ready to buy through automated email communication.**

- 5** - Yes, we have segmented nurture campaigns and automated prompts for our sales team based on behavior.
- 3** - Yes, we have one nurture campaign that every prospect is enrolled in.
- 1** - No, our sales team reaches out manually.

— **Our sales and marketing teams meet at least every two weeks to discuss initiatives and performance.**

- 5** - Yes, their dialogue informs our initiatives.
- 3** - They only really meet when the pipeline is light.
- 1** - No, sales and marketing don't communicate.

— **Sales Support Total**



Calculate Your Score: Add up your scores from all 5 sections » \_\_\_\_\_ / 100

## Under 20: Blank Slate

At this rate, it's safe to say your business is not really marketing. But that's okay. It means you can approach your business' marketing plan with a blank slate. Don't expect silver bullet, lead generating results right out of the gate, though. The first order of business is to create your marketing strategy. Our advice? Start by building buyer personas. [Here's why.](#)

### Recommended Reading:

- [5 Ways B2B Buyer Personas Salvage Tech Firm's Marketing Efforts](#)
- [5 Reasons B2B Firms Need to Adopt Inbound Marketing](#)

## 21-40: Standing Still

Your business has some marketing materials in play, but they're not generating any results. Instead of continuing to forward on your current course (that's getting you nowhere), encourage your team to stop and reassess the foundation of your marketing plan. Consider enlisting the expertise of a [marketing agency](#) to help you identify strengths and weaknesses in your foundation and build a marketing plan. Ask for a brief marketing consultation to help you reset.

### Recommended Reading:

- [5 Best Practices for Successful B2B Marketing Strategies](#)
- [How to Use Your Website for B2B Lead Generation](#)

## 41-65: Picking up Steam

Your business' marketing wheels are turning! Your marketing score indicates that some areas are working, but there are gaps that need to be addressed. Look at the score of each section. Identify the area that has the single lowest score. This will be the area where you can make the most significant enhancements. Create a plan of action to address the weaknesses in your business' marketing strategy. Once you've completed them, use this rubric to re-assess your growth. It's never a bad idea to [get a second opinion](#).

### Recommended Reading:

- [How VP's of Marketing can Focus on Strategy](#)
- [4 Marketing Activities to Outsource and Why](#)

## 66+: Fine-tune & Repeat

A steady stream of leads coming in through your marketing channels is a good sign! Encourage your marketing team to continue executing the comprehensive marketing plan they have established. Challenge them to fine-tune the marketing plan by identifying the section that has the lowest score and creating a game plan for improvement. For example, if your foundation is strong, but you're having trouble closing the loop, consider a marketing and sales retreat to identify areas for improvement. By working to maximize your score in each area, you can turn your marketing into a revenue center for your business. To keep improving, make sure your marketing team has the [metrics to report on your success](#).

### Recommended Reading:

- [How Sales & Marketing Teams can Work Together to Close Leads](#)
- [Why You Need Your Marketing Team to Calculate Cost Per Lead](#)

## Find Gaps & Identify Opportunities

Circle your lowest-scoring section and highest-scoring section.  
Do these surprise you? Is there a gap in what you expected vs what you scored?

**Let's discuss your results and see how we can bridge this gap.**

[Schedule a 30-Minute Review Session](#)

Bright Orange Thread is an inbound marketing agency that helps  
B2B technology firms turn more online leads into customers...  
and look good doing it.

Thanks to Lisa Shepherd and her book *The Radical Sales Shift* for inspiring this Marketing Assessment