



## **Marketing Grader** A Self Assessment Tool

Special Edition for Business Owners, CEO's, CFO's and CMO's

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A Plan for Increasing Sales Revenue in Six Months

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## The Self Assessment

### How to Take This Test

Are you doing enough to bring new customers into your organization and fill your sales and marketing funnels? Not really sure what a sales funnel is? This assessment tool will help you determine how you convert prospects to leads, leads to customers, and measure the effectiveness of your overall marketing campaigns.

### The Test

Can your staff succinctly state your company's mission?

Yes ☐ No ☐

Do you have a thirty second elevator pitch?

Yes ☐ No ☐

Do you have a formal annual marketing budget, and do you know its ROI?

Yes ☐ No ☐

Do you have a CRM that allows you to segment lists and contact customers?

Yes ☐ No ☐

Do you have a lead tracking system in place (preferably in the same CRM)?

Yes ☐ No ☐

Do you have online and printed marketing materials that mirror each other and reflect what you do?

Yes ☐ No ☐

Do you have formalized customer case histories and testimonials?

Yes ☐ No ☐

Do you have a formalized, dedicated Media Calendar for:

Blog Posts	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Social Media	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Email Campaigns	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Website Updates	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Digital Promotions	Yes <input type="checkbox"/>	No <input type="checkbox"/>
TV/Radio	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Mailings (postcards, etc.,)	Yes <input type="checkbox"/>	No <input type="checkbox"/>

Do have a formal Search Engine Optimization strategy in place?

Yes ☐ No ☐

Do you have a Paid Search and/or Display Ad/Facebook/LinkedIn Marketing Strategy?

Yes ☐ No ☐

Do you actively analyze your website visitor traffic?

Yes ☐ No ☐

Do you track your competitor's marketing strengths and weaknesses?

Yes ☐ No ☐

Do you regularly seek 3<sup>rd</sup> party reviews of your marketing materials?

Yes ☐ No ☐

Do you have opportunities to speak and/or write as a subject matter expert in your industry?

Yes ☐ No ☐

Does your marketing material clearly reflect what your sales team presents in its meetings?

Yes ☐ No ☐

Do you have a formal inbound marketing program with automated follow up?

Yes ☐ No ☐

Do you have goals configured in Google Analytics?

Yes ☐ No ☐

Do you have a cross channel attribution strategy and tracking?

Yes ☐ No ☐

When a lead comes in through the Website or a phone call, do you have a system in place to:

Follow Up	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Make sure it gets the attention it needs	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Capture the lead for future marketing opportunities	Yes <input type="checkbox"/>	No <input type="checkbox"/>

Do you have regular monthly meetings to measure the effectiveness of your efforts and measure your ROI?

Yes ☐ No ☐

### How to Score this Test.

There are 28 questions, worth 1 point each. For each “yes”, give yourself a point.

A score of 23–28 means you are on your way!

A score of 16–22 means you’re headed in the right direction, but you may need some help.

A score of 8–15 means you need help, both strategic and tactical.

A score below 8 means you need to ask yourself if you are serious about being in business.

### What you can do about it

Clear your calendar for a few hours and perform an in-depth analysis of your strengths, weaknesses, opportunities, and threats. This will provide a baseline for immediate improvement.

If you’re not sure how to manage this process, or would just like an audit of your existing digital marketing to make sure you are optimizing both your marketing efforts and your marketing dollars, let our team provide insight and a plan designed to help you to capture new business immediately

## About ImageWorks

ImageWorks, LLC is a full service web marketing and technology company. We help businesses bridge the gap between their marketing and technology needs. ImageWorks, LLC is privately held and funded and based in Vernon, Connecticut.

ImageWorks, LLC designs and implements cross-platform business workflow solutions that solve critical business problems and improve productivity for our clients. We help our clients by providing customized, single source, Website design and hosting services in harmony with the focus and operation of their business to maximize ROI.

Founded in 1997, ImageWorks became an LLC in 1999. What began as a cottage industry selling advertising on a local town website quickly evolved into a web design leader. Now a full service digital marketing agency with over twenty two years of experience, our full suite of Digital Marketing products and services include full web design, database integration, social media management, paid search, retargeting, social media, content marketing, ecommerce, email marketing, hosting, custom application development, audio and video production, inbound marketing, and online lead generation.

As a full stack growth agency we view our process as collaboration with our customers, not a product sale. We are looking for relationships with customers who want to succeed in growing their customers, and we hope that we can create one with your company.