



# Marketing Performance Assessment



Are you ready to uncover the true performance of your marketing efforts? This simple, 20-question assessment is designed to provide clarity and direction for your team. **Not only will it calculate how well your marketing is performing, but the questions alone will help you identify areas for improvement.**

## Why Take This Assessment?

**Instant Clarity.** Even before you calculate your score, the questions will reveal blind spots and spark new ideas.

**Actionable Insights.** Learn how to better align your team, optimize your budget, and achieve a higher ROI.

**A Roadmap to Success.** No matter your score, you'll gain practical insights to help you take your marketing to the next level.



## How It Works

On a scale of 1 to 5, rate your team's performance. 1 = Weak (we need to improve) 5 = Strong (we've got this handled!)  
Be brutally honest—it's the best way to see where your marketing shines and where you can grow.

	1	2	3	4	5
It is clear who in the company is accountable for marketing performance.					
Our marketing budget is spent wisely and effectively.					
Our marketing goals and plan align with our business goals.					
Marketing is considered an essential success pillar in the business.					
It is clear how what determines marketing decisions.					
It is clear how we measure our marketing.					
Communication and reporting are regular.					
Our sales campaigns are driving new leads and sales.					
Our sales and marketing people work together every day.					
We adapt to market changes and trends.					
We are creative and innovative with our marketing.					
We understand what the customer wants and needs.					
We present message and graphics consistent across all medias and platforms.					
We understand our competitive advantages.					
We make strategic, smart and calculate marketing decisions.					
Our marketing service providers get the results we need.					
We do market research to understand opportunities.					
The sales and marketing teams have clear goals.					
We have a clear brand strategy.					
We know our positioning in the marketplace.					
<b>COLUMN TOTAL</b>					
<b>X the corresponding weight</b>					
<b>TOTAL</b>	<b>x 1</b>	<b>x 2</b>	<b>x 3</b>	<b>x 4</b>	<b>x 5</b>

**Your Score**  
(Add up all 5 totals)

[Click here](#) to see how you rank.

## Here is how to get your results.

**Step One:** Count how many answers you have in each column.

**Step Two:** Multiply the column total by its corresponding weight. (Column 1 = Total x1, Column 3 = Total x 2)

**Step Three:** Add up all five numbers = Your answer is your percentage score.

**Step Four:** See how you ranked below: