

|                                       | Competitor 1 | Competitor 2 | Competitor 3 |
|---------------------------------------|--------------|--------------|--------------|
| Company Name                          |              |              |              |
| Core Category of Product/Service(s)   |              |              |              |
| Brand look/feel                       |              |              |              |
| Value proposition                     |              |              |              |
| Tagline<br>Or key messages            |              |              |              |
| Industries Served                     |              |              |              |
| Customer types                        |              |              |              |
| How they talk about their customers   |              |              |              |
| Customer acquisition                  |              |              |              |
| Marketing channels                    |              |              |              |
| Advertising channels                  |              |              |              |
| Sales channels<br>(If applicable)     |              |              |              |
| Revenue<br>(About – if not employees) |              |              |              |
| Strengths                             |              |              |              |
| Weaknesses                            |              |              |              |
| Similarities                          |              |              |              |
| Differences                           |              |              |              |

## 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 make strategic, smart and calculate marketing decisions.                 |           |           |           |           |           |
| Our marketing service providers get the results we need.                    |           |           |           |           |           |
| 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>X1</b> | <b>X2</b> | <b>X3</b> | <b>X4</b> | <b>X5</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: