

Market Smarter 'Fit' Checklist

Take the Market Smarter 'Get Fit' Challenge

If you answer 8 of the 10 questions with a yes, then congratulations - You are fit.

If not, we should talk. And soon.

Our first consultation is free, so you have nothing to lose.

YES

NO

- | | YES | NO |
|---|-----------------------|-----------------------|
| 1. I have a marketing plan in place for the upcoming year that includes implementation time lines, spend allocation by marketing channel and expected marketing ROI | <input type="radio"/> | <input type="radio"/> |
| 2. My website is optimized to be found on Page 1 of Google for relevant keywords | <input type="radio"/> | <input type="radio"/> |
| 3. I have a robust content marketing plan in place to help support all lead generation efforts | <input type="radio"/> | <input type="radio"/> |
| 4. I have a marketing dashboard in place enabling me to know the health of my business on metrics such as cost per lead, ROI by marketing channel and media efficiency by channel | <input type="radio"/> | <input type="radio"/> |
| 5. I tell a compelling story surrounding my company value proposition that stands out from my competitors and explains the 'why' behind the 'what we do' | <input type="radio"/> | <input type="radio"/> |
| 6. My salesforce is equipped with the tools, literature, CRM software and customized presentations necessary to effectively compete and win new business | <input type="radio"/> | <input type="radio"/> |
| 7. I have marketing automation campaigns in place to strengthen front of mind awareness and stimulate engagement with my company once a visitor leaves my website | <input type="radio"/> | <input type="radio"/> |
| 8. I have monthly drip email marketing campaigns being deployed to each specific customer segment that is timely and relevant | <input type="radio"/> | <input type="radio"/> |
| 9. I have a pre/during/post marketing process in place that ensures that all events and trade shows my company attends are fully optimized for sales success | <input type="radio"/> | <input type="radio"/> |
| 10. I have a firm understanding of the full spectrum of marketing channels at my disposal including their projected impact on my top and bottom line | <input type="radio"/> | <input type="radio"/> |