

**BUSINESS
SUCCESS SYSTEMS**

MARKETING CHECKLIST

ASSESS THE STATE
OF YOUR MARKETING
STRATEGY AND
SYSTEMS

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WHAT CHALLENGES DO YOU RELATE TO?

- Not enough enquiries
- Marketing is reactive
- Unclear who is responsible for marketing
- Lack KPIs
- A very manual process
- Lack of marketing systems
- People don't know what you do
- No clear point of difference
- No real sales and marketing skills on staff
- Don't have time
- Poor team performance
- Stuck in the centre of the business
- Your team come to you with too many questions
- Lack of unification around how things are done
- Always having to remind people to do certain things
- Important things get missed

WHAT WOULD YOU LIKE TO ACHIEVE?

- A clear and effective strategy
- A clear and consistent marketing message
- People know exactly what you do and what you offer
- Marketing is systemised and runs in the background
- Consistent leads coming in
- Get more of the right type of clients
- A higher conversion rate
- Clear KPIs to measure marketing success
- A highly structured and organised way to report results throughout the business and across multiple sites
- A clearly defined workflow and list of all systems that need to be implemented
- An asset that replaces you from having to be in the centre of everything

What is your goal for the next 6-12 months?

RATE THE MARKETING OF YOUR BUSINESS

Let's look at the state of the marketing in your business. This checklist will assess its capability to attract and convert new leads into paying clients and the effectiveness of the supporting systems.

	NOT AT ALL	POOR	GOOD	EXCELLENT	WORLDCLASS
ATTRACT MORE IDEAL CLIENTS					
How well defined and documented are the goals of the business?					
How well defined and documented is the Ideal client (IC) of the business? (And how many ICs you need to achieve the goal?)					
Do you have a clearly defined marketing message based around an ideal client?					
Do you have lead magnets for attracting prospects and increasing conversion?					
Do you have an ongoing email campaign to increase conversions?					
Do you have an ongoing social media campaign to increase conversions?					
CONVERT MORE EFFECTIVELY					
Do you have a system to build your own lead funnels easily?					
Do you have a website that reflect your brand and answers all prospects questions?					
Do you have a documents that reflect your brand and answers all prospects questions?					
SCALE CONSISTENTLY AND SUSTAINABLY					
Do you have a small group of referral partners were you all work together to help each other achieve their goals?					
Do you have a small group of people to mastermind ideas and be held accountable?					
How well defined and documented are all the roles and responsibilities within the business?					
How clear and effective are your SPIs (System Performance Indicators)? KPIs & Measures					
How effective are your software systems?					
How well defined and mapped out is the workflow throughout the business as it currently operates?					

If you implemented all of these steps would you:

- Overcome your current challenges
- Have a team that is less dependent
- Grow your sales
- Have more freedom
- Have a business that performs better

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