



MARKETING ASSESSMENT TOOL

Purpose & Directions: The purpose of this assessment to provide you with thought provoking questions, organizational analysis and uncover areas of focus that can optimize your current marketing, advertising and business development activities.

As you review questions and statements below, rate how well your organization currently performs in these areas as well as how important this is to your organization as a whole. Make notes to yourself about how your organization can improve including areas such as; systems (or lack thereof), communication issues, areas to focus on, tasks to assign, possible analysis, additional resources... Finally, for specific tasks how easily could they be performed?

Upon completion, further explanations of each question as well as a decision matrix are available by e-mailing gravity@gravitym.com with "Assessment Key" in the subject line.

1. Our marketing efforts are part of a system that produces predictable, strategic results. Notes:	Not at All	Very
	How EFFECTIVE are we?	1 2 3 4 5 6 7
	How IMPORTANT is this?	1 2 3 4 5 6 7
	How EASY to improve?	1 2 3 4 5 6 7

2. Our sales staff leverages our marketing efforts to the fullest in their individual sales process. Notes:	Not at All	Very
	How EFFECTIVE are we?	1 2 3 4 5 6 7
	How IMPORTANT is this?	1 2 3 4 5 6 7
	How EASY to improve?	1 2 3 4 5 6 7

3. We have clearly defined target profiles (ideal clients) for our organization as a whole and for each product/service. Notes:	Not at All	Very
	How EFFECTIVE are we?	1 2 3 4 5 6 7
	How IMPORTANT is this?	1 2 3 4 5 6 7
	How EASY to improve?	1 2 3 4 5 6 7

4. Our clients, prospects and referral sources see us as a thought leader or expert in our area of business. Notes:	Not at All	Very
	How EFFECTIVE are we?	1 2 3 4 5 6 7
	How IMPORTANT is this?	1 2 3 4 5 6 7
	How EASY to improve?	1 2 3 4 5 6 7

5. Our current clients are purchasing everything they "should" from us. Notes:	Not at All	Very
	How EFFECTIVE are we?	1 2 3 4 5 6 7
	How IMPORTANT is this?	1 2 3 4 5 6 7
	How EASY to improve?	1 2 3 4 5 6 7

6. We understand what each marketing activity is yielding and we track the results. Notes:	Not at All	Very
	How EFFECTIVE are we?	1 2 3 4 5 6 7
	How IMPORTANT is this?	1 2 3 4 5 6 7
	How EASY to improve?	1 2 3 4 5 6 7

7. We can instantly produce a list of our top 100 clients, prospects and referral sources.

Notes:

	Not at All						Very
How EFFECTIVE are we?	1	2	3	4	5	6	7
How IMPORTANT is this?	1	2	3	4	5	6	7
How EASY to improve?	1	2	3	4	5	6	7

8. Our organization (rather than individuals) “owns” the relationship with our end clients.

Notes:

	Not at All						Very
How EFFECTIVE are we?	1	2	3	4	5	6	7
How IMPORTANT is this?	1	2	3	4	5	6	7
How EASY to improve?	1	2	3	4	5	6	7

9. We are involved in relevant associations and industry groups that our clients and referral sources are involved in.

Notes:

	Not at All						Very
How EFFECTIVE are we?	1	2	3	4	5	6	7
How IMPORTANT is this?	1	2	3	4	5	6	7
How EASY to improve?	1	2	3	4	5	6	7

10. We can quickly execute a sales or marketing campaign (from idea to completion).

Notes:

	Not at All						Very
How EFFECTIVE are we?	1	2	3	4	5	6	7
How IMPORTANT is this?	1	2	3	4	5	6	7
How EASY to improve?	1	2	3	4	5	6	7

11. We communicate with clients, prospects and referral sources consistently, and in their language.

Notes:

	Not at All						Very
How EFFECTIVE are we?	1	2	3	4	5	6	7
How IMPORTANT is this?	1	2	3	4	5	6	7
How EASY to improve?	1	2	3	4	5	6	7

12. Our website succinctly conveys the benefits we offer clients and prospects.

Notes:

	Not at All						Very
How EFFECTIVE are we?	1	2	3	4	5	6	7
How IMPORTANT is this?	1	2	3	4	5	6	7
How EASY to improve?	1	2	3	4	5	6	7

13. Our website creates meaningful interaction between our organization and our clients, prospects and referral sources.

Notes:

	Not at All						Very
How EFFECTIVE are we?	1	2	3	4	5	6	7
How IMPORTANT is this?	1	2	3	4	5	6	7
How EASY to improve?	1	2	3	4	5	6	7

14. Our website reflects specific marketing and sales objectives.

Notes:

	Not at All						Very
How EFFECTIVE are we?	1	2	3	4	5	6	7
How IMPORTANT is this?	1	2	3	4	5	6	7
How EASY to improve?	1	2	3	4	5	6	7

15. Our organization is effectively leveraging relevant social media opportunities.

Notes:

	Not at All						Very
How EFFECTIVE are we?	1	2	3	4	5	6	7
How IMPORTANT is this?	1	2	3	4	5	6	7
How EASY to improve?	1	2	3	4	5	6	7

16. We consistently cultivate referral opportunities from our existing clients.

Notes:

	Not at All						Very
How EFFECTIVE are we?	1	2	3	4	5	6	7
How IMPORTANT is this?	1	2	3	4	5	6	7
How EASY to improve?	1	2	3	4	5	6	7

17. Our brand mirrors the value that our organization represents.

Notes:

	Not at All						Very
How EFFECTIVE are we?	1	2	3	4	5	6	7
How IMPORTANT is this?	1	2	3	4	5	6	7
How EASY to improve?	1	2	3	4	5	6	7

18. Our brand makes it more likely that someone will do business with us.

Notes:

	Not at All						Very
How EFFECTIVE are we?	1	2	3	4	5	6	7
How IMPORTANT is this?	1	2	3	4	5	6	7
How EASY to improve?	1	2	3	4	5	6	7

19. In our prospects' mind, we are correctly positioned against our competitors.

Notes:

	Not at All						Very
How EFFECTIVE are we?	1	2	3	4	5	6	7
How IMPORTANT is this?	1	2	3	4	5	6	7
How EASY to improve?	1	2	3	4	5	6	7

20. We regularly seek formal feedback from clients for organizational improvement and new product development.

Notes:

	Not at All						Very
How EFFECTIVE are we?	1	2	3	4	5	6	7
How IMPORTANT is this?	1	2	3	4	5	6	7
How EASY to improve?	1	2	3	4	5	6	7

21. Most of our communication and interaction with clients, prospects and referral sources is proactive.

Notes:

	Not at All						Very
How EFFECTIVE are we?	1	2	3	4	5	6	7
How IMPORTANT is this?	1	2	3	4	5	6	7
How EASY to improve?	1	2	3	4	5	6	7

22. Our marketing materials speak our customer's language and avoids internal jargon.

Notes:

	Not at All						Very
How EFFECTIVE are we?	1	2	3	4	5	6	7
How IMPORTANT is this?	1	2	3	4	5	6	7
How EASY to improve?	1	2	3	4	5	6	7

23. Our clients understand the full capabilities of our organization.

Notes:

	Not at All						Very
How EFFECTIVE are we?	1	2	3	4	5	6	7
How IMPORTANT is this?	1	2	3	4	5	6	7
How EASY to improve?	1	2	3	4	5	6	7

24. We accurately track and forecast opportunities from lead through sale.

Notes:

	Not at All						Very
How EFFECTIVE are we?	1	2	3	4	5	6	7
How IMPORTANT is this?	1	2	3	4	5	6	7
How EASY to improve?	1	2	3	4	5	6	7

25. Our sales force clearly and consistently represents the core value proposition of the organization.

Notes:

	Not at All						Very
How EFFECTIVE are we?	1	2	3	4	5	6	7
How IMPORTANT is this?	1	2	3	4	5	6	7
How EASY to improve?	1	2	3	4	5	6	7

26. Our organization has common language, tools and templates for communicating with clients and prospects.

Notes:

	Not at All						Very
How EFFECTIVE are we?	1	2	3	4	5	6	7
How IMPORTANT is this?	1	2	3	4	5	6	7
How EASY to improve?	1	2	3	4	5	6	7

About Gravity Marketing: Gravity Marketing is a truly independent marketing firm with a revolutionary new process for helping business-to-business companies dramatically increase profitable revenue. Our *Virtual Marketing Officer (VMO)* service lets your organization access the skills, experience and strategic insight of proven marketing professionals without the premium salary of a full-time executive position. Your VMO team guides you through a proven process for devising strategy, identifying ideal clients, messaging and then prioritizing and executing successful marketing activities.

Assessment Key: After completing this assessment, you're encouraged to request an assessment key and decision matrix, or arrange a free consultation by calling 414.376.6500 or e-mailing gravity@gravitym.com.