

MARKETING EFFECTIVENESS SELF-ASSESSMENT



Select the Value Closest to Your “Current State” Reality

Question or Statement:	1 Point	2 Points	3 Points	4 Points	5 Points
Which of these statements best describes your customers knowledge of the great things you do?	Our prospects absolutely know all the good things about us on all fronts.	Our prospects maybe know 75% of the good things about our company that make us different from our competitors.	Our prospects know 50% of the good things about our company that make us different from our competitors.	Our prospects maybe know maybe 25% of the good things about our company that make us different from our competitors.	Our prospects are clueless about what makes us better or different from our competitors.
If you collected marketing from 3 competitors and laid it beside yours, which of these statements would be most true:	Our stuff is completely different and looks nothing like the competitors. What we say is entirely different from what they say.	We are between these two.	Maybe 50% of our stuff is clearly different in what it looks like and says as compared to our competitors.	We are between these two.	Our marketing is indistinguishable from the competitor's - they could all be from the same company - just different logos and contact information.
The methodology we use to make sure we know what our customers think about us is best described as:	We touch our customers regularly with new offering and satisfaction surveys and we ask our past and current customers about what we can do better.	We send out surveys to find out how we're doing. We have customer service folks make calls to get a sense for what customers think about us.	We do occasional surveys to collect directional information about what customers think of us. We then will use this information to make adjustments to our marketing.	We have customer satisfaction cards and automated surveys to find out what our customers think of us.	Frankly, we have found that doing surveys is a big hassle with little ROI. We tend to rely on our "gut" and informal satisfaction surveys.
How well do you know your competitors, their strengths, weaknesses and strategies to get business?	We check on our competition; their innovations, clients, advertising, and strategies on a quarterly basis as part of an exhaustive and rigorous benchmarking program.	We are between these two.	We do some benchmarking of our competitors on an annual basis to determine what has changed and try to identify were we stack up against our competitors.	We are between these two.	Full-blown benchmarking is only something the "big boys" can afford. We learn enough based on what we hear from our people to know how we stack up.
Which of these best describes how your marketing materials get your prospects attention?	We identify and test issues that capture our prospects attention and they appear in our attention getting headlines, engaging and informational copy, and strong offers.	We know the issues that get our customers attention and we use them in our marketing materials. We periodically test these issues.	We use pictures to capture our prospect's attention. We use "limited time" or "limited quantity" offers to get a response.	We're not really sure what will get our customers attention on a consistent basis. We tend to stick with the materials we like.	We go with what the media people tell us and always put our name at the top so our prospects know who we are.

Total all points for an aggregate number. Find the point range below to determine your company's marketing effectiveness.

Scoring: (5 Questions)	5 to 7 total points:	8 to 13 total points:	14 to 18 total points:	19 to 23 total points	24 or more points:
Your Marketing Effectiveness:	Congratulations. You are one of the very few companies who enjoy a leadership position in applying advanced marketing effectiveness planning and control techniques.	Your business is better-than-average in applying best-in-class marketing, planning and control techniques - albeit there is room to improve that will pay dividends.	Your business is in the middle of the pack on marketing techniques. There is room to improve and elevating your skills will give excellent returns.	Your business is typical in application of marketing techniques. There is much room for improvement in marketing effectiveness planning and control.	Perhaps this is a case of "you don't know what you don't know" with respect to marketing. Addressing this issue will have an impact on your business - quickly.