



Marketing Readiness Assessment

Honesty is the only policy!

The only acceptable answer to each one of these questions is the truth, the whole truth and nothing but the truth. This is not the time for good intentions, regrets or recriminations. As you read each question, choose where you fit along the scale of 1 – 10.

My organization does not have a documented strategic marketing plan to reach our ideal clients.

1 2 3 4 5 6 7 8 9 10

○ ○ ○ ○ ○ ○ ○ ○ ○ ○

My organization has a well-documented strategic marketing plan to reach our ideal clients.

We are not clear and specific about exactly what success looks like in our organization.

1 2 3 4 5 6 7 8 9 10

○ ○ ○ ○ ○ ○ ○ ○ ○ ○

We are very clear and specific about exactly what success looks like in our organization.

We have trouble explaining what makes our organization different from our competition.

1 2 3 4 5 6 7 8 9 10

○ ○ ○ ○ ○ ○ ○ ○ ○ ○

We can easily explain what makes our organization different from our competition.

Different internal stakeholder groups (Board, Leadership, Staff, etc.) in our organization are working towards different priorities.

1 2 3 4 5 6 7 8 9 10

○ ○ ○ ○ ○ ○ ○ ○ ○ ○

All internal stakeholder groups are committed to achieving a shared, known goal.

My team does not recognize how their efforts and actions directly impact the success of the organization.

1 2 3 4 5 6 7 8 9 10

○ ○ ○ ○ ○ ○ ○ ○ ○ ○

My team recognizes how their efforts and actions directly impact the success of the organization.

My team does not recognize how their efforts and actions directly impact the success of the organization.

1 2 3 4 5 6 7 8 9 10

My team recognizes how their efforts and actions directly impact the success of the organization.

We can't clearly articulate who our ideal client is, or identify where to find more of them.

1 2 3 4 5 6 7 8 9 10

We can clearly identify who our ideal client is, and I know where/how to reach them.

We do not have consistent marketing initiatives that will produce meaningful and sustainable results.

1 2 3 4 5 6 7 8 9 10

We have consistent marketing initiatives that produce meaningful and sustainable results.

Effective marketing initiatives are not being implemented because we do not have time.

1 2 3 4 5 6 7 8 9 10

Effective marketing initiatives are being implemented because we make time.

Our marketing materials do not have a consistent look/feel and do not reflect our brand or connect with our ideal client.

1 2 3 4 5 6 7 8 9 10

Our marketing activities and collateral have a cohesive and consistent look/feel, reflect our brand and connect with our ideal client.

I have no clear understanding if the money that we spend on marketing is working.

1 2 3 4 5 6 7 8 9 10

We collect and analyze data to know if the money we are investing in marketing is moving us forward.

I do not know if our marketing efforts are supporting our plans for growth and success in the organization.

1 2 3 4 5 6 7 8 9 10

I know that our marketing efforts are supporting our organizations plans for growth and success.

Thank you for completing our Marketing Readiness Assessment

