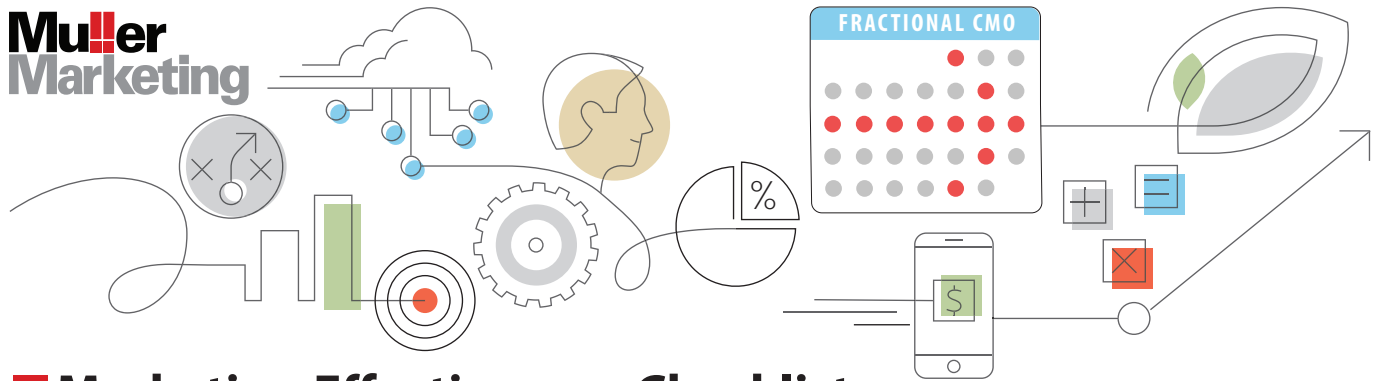




■ Marketing Effectiveness Checklist

Is Your Marketing Actually Driving Growth? Most companies are not lacking effort in marketing. Many are lacking clarity, structure, and a system that connects strategy, execution, and results. Use this checklist to evaluate where your marketing stands today.

1. Strategy and Direction

- ☐ We have a clearly defined target audience (not just industries, but specific buyers)
- ☐ Our positioning clearly explains how we are different and why it matters
- ☐ Our messaging is consistent across our website, sales conversations, and content
- ☐ We know what problems we solve and how to communicate them simply
- ☐ Marketing priorities are aligned with business goals

2. Website

- ☐ Our website clearly explains what we do and who we help within the first few seconds
- ☐ Visitors can easily understand the next step to take
- ☐ We have a clear call to action tied to a specific offer (not just “contact us”)
- ☐ Our website is designed to generate leads, not just present information
- ☐ Pages are structured around real search intent, not just company information

3. Search and Visibility

- ☐ We have a defined list of target keywords tied to our services and audience
- ☐ Our website pages are optimized around those keywords
- ☐ We are creating content that supports those search topics
- ☐ We understand which keywords are driving traffic and which are not
- ☐ We are showing up for high-intent searches related to our services

4. Content and Thought Leadership

- ☐ We publish content consistently (blog, insights, or video)
- ☐ Our content reflects real experience and practical insight
- ☐ We are not just educating, we are helping prospects think more clearly
- ☐ Content topics align with our services and target audience
- ☐ We repurpose content across multiple channels

5. Distribution and Consistency

- ☐ We send regular emails to our network to stay top of mind
- ☐ We post consistently on LinkedIn with relevant insights
- ☐ We are actively growing our network with the right audience
- ☐ Our messaging is consistent across email, LinkedIn, and website
- ☐ We are focused on a few channels and executing them well

(Continued)

■ Marketing Effectiveness Checklist

6. Conversion and Lead Flow

- ☐ We have a clear primary offer (audit, assessment, or similar)
- ☐ Every piece of content points to a next step
- ☐ We are capturing leads through forms, downloads, or conversations
- ☐ We know where our leads are coming from
- ☐ We are generating consistent inquiries or conversations

7. Followup and Sales Process

- ☐ We respond quickly and thoughtfully to new inquiries
- ☐ We have a clear process for moving from inquiry to conversation
- ☐ We guide prospects toward the right next step (not just “selling”)
- ☐ We can clearly explain what working together looks like
- ☐ We follow up consistently with interested prospects

8. Measurement and Improvement

- ☐ We track website traffic, leads, and engagement
- ☐ We understand what content and channels are performing well
- ☐ We regularly review marketing performance
- ☐ We adjust based on data, not assumptions
- ☐ We are improving our marketing over time

■ Scoring

Give yourself 1 point for each “yes”, and 0 for “no” or “unsure”.

30–40: You have a solid foundation, but likely still have a few areas that need stronger alignment.

20–29: Your marketing is active but fragmented. This is where many companies are.

Below 20: Your marketing lacks structure and is unlikely to produce consistent results.

If you scored below where you expected, you’re not alone. This is where most companies find gaps.

■ Take the next step to improve your marketing effectiveness.

If your score suggests your marketing is not as effective as it should be, the next step is to understand why. A Marketing Audit gives you a clear picture of how your marketing is performing today and where the gaps are. You will walk away with:

- A clear view of your current marketing performance
- Specific gaps that may be limiting results
- Practical recommendations you can act on

Schedule a marketing audit: mullermarketing.co/audit

Questions? Schedule a call: mullermarketing.co/contact