



# DOES YOUR MARKETING MEASURE UP?

*This checklist is designed to help you (or your team) better evaluate your marketing efforts, from strategy to execution and results. The more boxes you can check, the closer you are to a complete marketing strategy.*

## MARKETING STRATEGY: CHECKLIST

### STRATEGY

- ☐ Clearly and succinctly answer the question, "Why would someone want to buy from (work for, invest in, partner with) you?"
- ☐ Know why your company exists.
- ☐ Understand what makes you unique to your industry.
- ☐ Know who you are trying to reach with your message.
- ☐ Have supporting facts that prove your unique story is true.
- ☐ Diagnose your company's main challenges before you prescribe a strategic solution.

### EXECUTION

- ☐ The decision to leverage a new marketing tactic is driven largely by your company's story and strategy.
- ☐ Each of your marketing channels and tactics has a clearly defined purpose.
- ☐ Each of your marketing assets communicates a unique facet of your company's story.
- ☐ Without looking at your logo or branding, your prospects can identify you as the author of a piece of content.
- ☐ You've chosen to advertise in / be featured in external channels that reflect your audience's preferences.

### RESULTS

- ☐ You've used your strategic plan to set clearly defined goals.
- ☐ Each of your goals has set objectives.
- ☐ You can clearly establish a direct route to achieve these goals. (This will help you determine if your goals are strong enough to be measured - for instance, your goal may be "to be known as the best financial firm in New York state" but measuring that could be next to impossible.)
- ☐ You can prove your marketing efforts are impacting your bottom line.
- ☐ Further, you can prove which efforts have the most impact on your bottom line.

Ready to improve your marketing strategy? WordWrite uses your organization's unique story to improve your marketing efforts and drive results. Learn more about our trademarked StoryCrafting process and how to increase sales, generate more leads and measure your marketing ROI at [wordwriteagency.com](http://wordwriteagency.com).