

How fit is your marketing operation?



Section 1

Please Circle "Y" or "N"

- | | | |
|--|---|---|
| Do you know what % of your marketing budget is spent on operations vs. promotions? | Y | N |
| Do you know what % of your marketing budget is spent on market research? | Y | N |
| Do you know the actual split of your marketing budget for customer retention vs. new customer acquisition? | Y | N |
| Do you have a defined process for evaluating your agencies and vendors annually? | Y | N |
| Do you know how many marketing projects are done annually in your company? | Y | N |
| Do you know both the internal and external costs of your marketing projects? | Y | N |
| Do you have a centralized repository for marketing data? | Y | N |
| Do you have a centralized repository for brand assets? | Y | N |
| Do you know who your strategic customers are? | Y | N |
| Do you know the revenue potential for this set of customers? | Y | N |
| Do you know the revenue potential of your near strategic customers? | Y | N |
| Do you have a defined process to collect customer input for R&D? | Y | N |
| Do you have a defined program to leverage your customers' success? | Y | N |
| Do you have a plan and a defined process for a closed loop customer experience? | Y | N |
| Do you communicate directly with your customer as opposed to through a third party? | Y | N |
| Do you have accountability measures in place for internal and external resources? | Y | N |
| Do you have a marketing dashboard to track marketing productivity? | Y | N |

Add 2 points for every yes; 0 points for no.

TOTAL SECTION 1



Section 2

Please Circle Your Answer

How confident are you that you know how much money the company spends on marketing across all business units, geographies and field organizations?

Not Confident

Somewhat Confident

Very Confident

How confident are you that you know the real headcount in marketing across all business units, geographies and field organizations?

Not Confident

Somewhat Confident

Very Confident

How well do all your customer-facing people know what your brand essence is and what it means?

Not Confident

Somewhat Confident

Very Confident

How long, on average, does it take to execute a marketing launch for new products in your organization?

More than 12 Months

6 – 12 Months

Less than 6 Months

Add 0 points for column 1; 2 points for column 2; and 3 points for column 3.

TOTAL SECTION 2

Combine scores for Section 1 and Section 2.

GRAND TOTAL

Scoring

36-46 You have a healthy approach to marketing and are reaping the rewards with long term customer relationships, a strong brand and a great ROI on your marketing dollars.

25-35 You are basically healthy and you have some opportunities to recover lost value.

24 or less You are leaving significant dollars on the table that could be yours with the proper models, approaches and processes in place.