



Master Strategy

Grow Profitably.

Marketing Communications Assessment for B2B Service Firms

Indicate how strongly you agree with each of the following factors by rating your firm on a 1 to 10 scale, with 10 = Ideal. A perfect score is 100.

- _____ 1. Our brand strong and cohesive.
- _____ 2. Our messaging is consistent across all media.
- _____ 3. We consistently have an adequate supply of fresh, high quality content on all platforms.
- _____ 4. Our communications are highly engaging, promoting dialogue.
- _____ 5. Every communiqué includes a compelling call to action.
- _____ 6. Our web site is filled with useful information and interactivity.
- _____ 7. We are making robust use of social media.
- _____ 8. Our Search Engine Optimization (SEO) strategy strong and effective.
- _____ 9. We have developed high quality presentation(s), article(s), and proprietary research.
- _____ 10. We track and measure all of our marketing efforts and results.

Ideal Score = 100 YOUR SCORE = _____