



# MARKETING ASSESSMENT

If you're reading this we're guessing you understand that marketing is important.

When your marketing system is healthy and working together with the other parts of your business, it fuels profitable, sustainable growth. A healthy marketing system adds value to the businesses by effectively communicating to the right people at the right time. How do you know if this is happening or not? Growth!

Good marketing shows up on the bottom line.

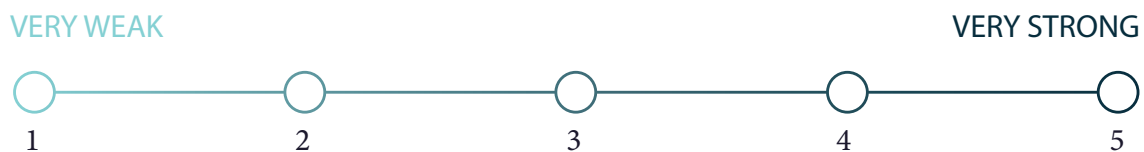
AT UPLINK WE APPROACH MARKETING  
WITH THE BOTTOM LINE IN MIND.

That includes branding, tailored marketing campaigns and most notably when we analyze data to determine the marketing campaign's effectiveness.

Whether you work with Uplink Marketing or not, we hope this assessment is helpful in determining how to allocate and optimize your marketing budget to make more money (*and look good doing it*).

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President & CEO  
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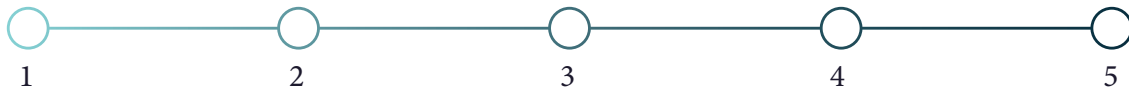
Rate everything on a scale of 1-5.



## BRANDING

You have a clearly defined brand guideline to hand off to graphic designers, photographers, marketing agency and internal staff.

- a. *Color Palette*
- b. *Fonts*
- c. *Mood Board*
- d. *Logo usage*

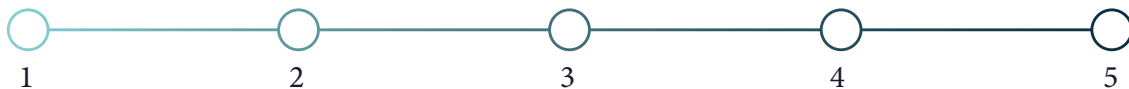


You have a tagline for your brand that clearly states how you help others in 1 sentence.

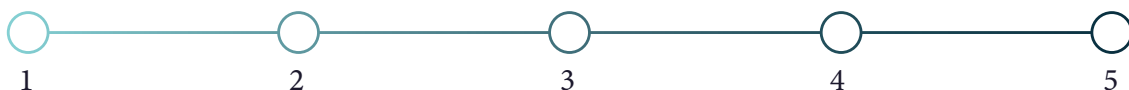


When someone arrives at your website they can answer these three questions within the first 10 seconds without scrolling:

- a. *What do you do?*
- b. *How does it make my life easier?*
- c. *What do I need to do to work with you?*



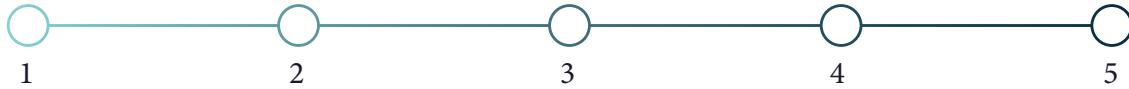
You have a consistent look and feel online.  
(*social media, email, website, presentations, contracts*)



## MARKETING CAMPAIGN

You've identified your ideal customer with specific demographic information:

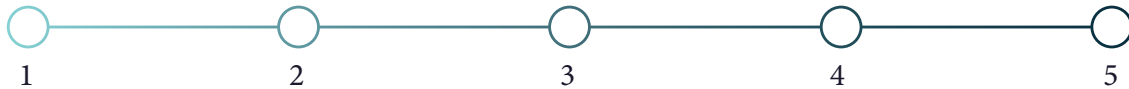
- a. Age
- b. Location
- c. Business Size
- d. Etc.



You've identified all relevant marketing channels.



You have identified the timeline for your marketing campaign.



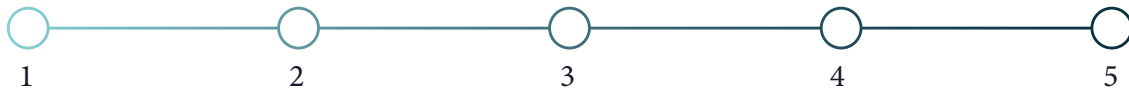
You've identified the messaging and voice for your campaign.



You've created the necessary creative assets for your campaign.



You identified clear call-to-actions and purchase pathway across all marketing channels.

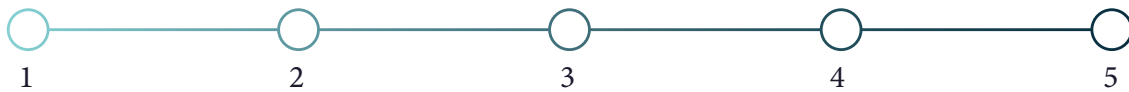


You can track the success of your campaign.

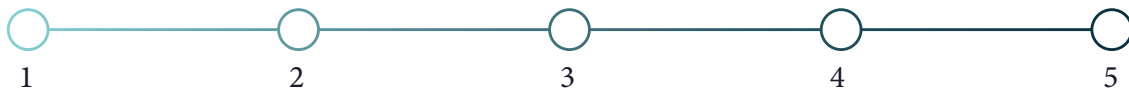


## REPORTING // ANALYZING

You know what key metrics determine the success of your marketing efforts.



You know where to collect relevant data and how to read that data to inform decision.



You know what worked and what didn't work in your last campaign.



You know what needs to be changed for your next marketing campaign.



## NOTES

*Take 5 minutes and use this page to brainstorm ways to improve your marketing.*

Here are some questions to get your juices flowing:

WHAT HAS WORKED WELL IN THE PAST?

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WHAT HASN'T WORKED WELL?

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WHAT IS SOMETHING YOU'VE WANTED TO TRY BUT HAVEN'T PRIORITIZED YET?

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## SCORING: HOW HEALTHY IS YOUR MARKETING AND BRANDING?

If you scored 3 or below for any question, you have a problem area and it is hampering your ability to grow sustainably.

You need a marketing plan to help take your business to the next level.

Email [evan@uplinkmarketing.com](mailto:evan@uplinkmarketing.com) to learn how the Uplink Marketing System can help your business grow.

