



Marketing Chaos Assessment Checklist

Score Your Marketing Clarity in 5 Minutes

Answer Yes (Y), Sometimes (S), or No (N) to each question. Be honest. We’re looking for opportunities, not judgment.

01. Brand Consistency

Y S N

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Can your team explain what makes you different in one clear sentence?

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Do your website, sales materials, and social media feel like they’re from the same company?

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Would a customer recognize your content without seeing your logo?

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Do you have documented brand guidelines that everyone actually uses?

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Is your value proposition consistent across all customer touchpoints?

02. Marketing-Sales Alignment

Y S N

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Do marketing and sales agree on what a “qualified lead” means?

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Can sales easily find and use the marketing materials they need?

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Do you track leads from first touch to closed deal?

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Do sales and marketing meet regularly to share insights?

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Is there a clear handoff process between marketing and sales?

03. Digital Foundation

Y S N

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Has your website been strategically updated in the last 2 years?

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Can you track visitor behavior from ad click to form submission?

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Do you know which channels drive your best customers?

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Are your Google Analytics and CRM properly connected?

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Do you have a documented content strategy (not just a calendar)?

04. Customer Understanding

Y S N

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Have you documented your actual buyer’s journey (not just assumed it)?

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Do you know which content pieces influence deals?

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Can you predict which leads are most likely to close?

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Do you regularly collect and act on customer feedback?

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Have you interviewed lost prospects to understand why?

05. Operational Efficiency

Y S N

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Can you quickly pull a report on marketing ROI?

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Do you know the actual cost of acquiring a customer?

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Is there one source of truth for marketing performance?

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Can you easily test and iterate on campaigns?

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Do you have documented processes for repeated marketing tasks?

Scoring

Add up your answers across all 5 sections.

“Yes” – 2 points

“Sometimes” – 1 point

“No” – 0 points

your score

40-50	25-39	15-24	0-14
MARKETING CLARITY	MARKETING FOG	MARKETING CHAOS	MARKETING CRISIS
Strong foundations. Focus on optimizing and scaling what’s working.	Good pieces, not connected. Priority: build strategic connections between existing efforts.	Costly symptoms already showing. Priority: stop the bleeding, then rebuild foundations.	Likely losing significant revenue and market share daily. Priority: rapid assessment and triage.

The 3 Most Expensive “No” Answers

- If you answered “No” to any of these, fix them first:
- 1

“Do you know which channels drive your best customers?” – You’re spending money blindly and can’t scale what works. Quick fix: implement basic attribution tracking.
- 2

“Can your team explain what makes you different in one clear sentence?” – If your team can’t, your customers definitely can’t. Quick fix: run a differentiation workshop.
- 3

“Do marketing and sales agree on what a ‘qualified lead’ means?” – You’re wasting both teams’ time and damaging morale. Quick fix: define and document qualification criteria.

Your Next Step

- Scored 25 or below? You’re losing money every day. Let’s talk about a Marketing Clarity Audit to identify your biggest gaps and create a fix-it roadmap.
- Scored 26-39? You have momentum to build on. A strategic assessment could help you break through to the next level.
- Scored 40+? You’re ahead of most. Let’s talk about advanced optimization and scaling strategies.