

80/20 Marketing Strategy Scoreboard

Answer these ten questions to assess where your business stands in its marketing strategy. Check your score at the end.

Target audience

- 1 I've never thought about who my target audience is.
- 2 I have a general idea of who my target audience is.
- 3 I know exactly who my target audience is.
- 4 Bonus: I know exactly who my target audience is and I know who my ideal target audience is, the top 20% of my customers that drive 80% of my business.

Advertising or marketing

- 1 I run an ad when business gets slow or I rely on word of mouth.
- 2 I occasionally run ads
- 3 I run ads continuously on multiple mediums
- 4 Bonus: I run ads continuously to my ideal target audience on multiple mediums

Marketing Message

- 1 My message includes our logo and a tag line
- 2 My message includes platitudes - Best service, Highest quality, Residential & Commercial, etc.
- 3 My message includes our Unique Selling Proposition. The things that are unique only to me. No one else in our industry says them.

Guarantee

- 1 It's an implied guarantee - of course we'd make it right.
- 2 It's general - low price guarantee or money back guarantee, etc.
- 3 It's specific and something my client's care about. (It's right or we'll pay someone else to fix it or On time or we pay you \$100 day, etc.)

Marketing materials (ads, brochures, website, etc.)

- 1 The 1st thing someone sees when viewing our marketing materials is our logo and name
- 2 The 1st thing someone sees when viewing our marketing materials is a headline but it's based on us.
- 3 The 1st thing someone sees when viewing our marketing materials is a headline based on what's important to my prospects.

Website

- 1 My website says the same thing as all my competition.
- 2 My website has a headline that is important to my visitors
- 3 My website has videos that explain why they should choose us over my competition.



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Website Visitors

- 1 I offer "Get a Quote or Contact Us Now" button or page
- 2 I offer an easy next step in our sales process (watch a video, download a white paper, report or checklist)
- 3 I offer an easy next step in our sales process and have a way to capture their information so I can follow-up with them
- 4 Bonus: All of the above and I use website retargeting to follow-up through other social channels to visitors who don't take us up on our offer right away.

Prospect Follow-up

- 1 They either buy right away or they don't.
- 2 I sometimes follow-up with them but only if we agree they want some time to think about it.
- 3 I have a system to follow-up with them until they "buy or die."

Current Client Follow-up

- 1 I never follow-up.
- 2 I occasionally check to see if they're happy after a purchase.
- 3 I have a system to consistently check to see if we can help them in other ways and send them up-sell and cross-sell promotional items.

Referral Generation

- 1 I leave it up to our customers to send referrals.
- 2 I sometimes ask for referrals from our current customers.
- 3 I have a system to continuously and consistently ask for referrals.

What's your score - add up your answers.

- 10-15 If you improve each one of these categories - your results will skyrocket.
- 16-20 You're headed in the right direction - a little tweaking and your results will be even better.
- 21-25 You still have some competition - your prospects may not understand what makes you better than your competition.
- 26-30+ You stand out in your industry. You're the obvious choice to do business with.



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