Marketing Audit

Below are 20 questions to help you determine if you have an effective lead management and customer nurturing processes and whether or not your sales and marketing efforts are in alignment. Place an "x" in each column that corresponds to your answer. After answering all the questions, add each column by using the point value of each column (e.g., strongly agree = 5 points). Once complete, add the sum of all columns for a total score. Use the table below to determine your overall effectiveness.

	Questions	Strongly Disagree 1	2	3	4	Strongly Agree 5
1	We do an effective job capturing leads from multiple sources					
2	We have a formal, systematic way to score, qualify and manage leads					
3	We qualify leads before they are passed over to the sales team					
4	We use marketing, not sales, to qualify leads					
5	We follow-up with leads within 24 hours					
6	We have an automated method of responding to leads / inquiries					
7	We measure conversion / closure rates throughout the "lead-to-sale" process					
8	We have aligned our selling process to our prospects buying process					
9	We have different messages at each touch point, as appropriate					
10	We use a single database / CRM software for customer contact information					
11	We leverage technology for marketing and sales productivity					
12	Marketing is responsible for customer nurturing communications					
13	Our sales and marketing teams incentives are in alignment					
14	Sales and marketing resources work in collaboration					
15	We have segmented our customer base into like attributes					
16	We use segmentation data for marketing					
17	We use a combination of marketing channels to reach our target market segments					
18	We are able to measure the effectiveness of each marketing campaign					
19	We measure ROI on marketing campaigns based on customer lifetime value					
20	Overall, our sales and marketing resources are producing the results we expect					
	Total Scores					

Overall Scores:

90-100 This score indicates you're effectively managing new business opportunities and your marketing and sales resources are aligned.

80-89 This score indicates you have the fundamentals of lead management / customer nurturing in place, but, have areas that could improve.

70-79 This score indicates that you lack some control of your lead management processes or sales & marketing are not working together.

60-69 This score indicates your current processes are not effectively capturing new business opportunities as well as they could.

<60 This score indicates you lack processes for marketing / customer nurturing and are likely losing revenue opportunities.