



Marketing Health Check

Is your marketing actually working?

A practical self-assessment for small businesses.

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You don't need to be a marketing expert to know whether your marketing is healthy. But when you're busy running a business, it's easy to fall into the marketing trap: Post something. Send an email. Update the website. Try an ad. Repeat.

You're doing marketing—but you're not necessarily sure whether all that activity is moving the business forward.

This quick assessment gives you a chance to step back, look at the bigger picture, and identify where your marketing may need attention.

6 areas. 24 questions. About 10 minutes.

No marketing degree required.

1. How Healthy is Your Marketing?

For each statement, choose the answer that best describes your business today.

1 — Not really

We don't have this in place.

2 — Needs work

We're doing some of this, but it's inconsistent.

3 — Getting there

We have the basics, but there's room to improve.

4 — Strong

This is working pretty well for us.

5 — Very strong

This is a clear strength of our marketing.

Don't overthink your answers.



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Don't overthink your answers. This isn't a test, and there isn't a perfect score.

The point is to identify where your marketing is strong, where it's weak, and where you might want to focus next.

Ready? Let's go!



1. Strategy

Do you know where you're going?

Good marketing starts with knowing what you're trying to accomplish.

Rate each statement from 1–5:

We have clear marketing goals.

1 2 3 4 5

We know who our most important customers are.

1 2 3 4 5

We understand what makes our business different or valuable.

1 2 3 4 5

Our marketing activities are connected to specific business goals.

1 2 3 4 5

SCORE: _____ / 20

2. Brand & Messaging

Can people quickly understand why they should choose you? Your brand isn't just your logo.

It's the impression people get when they encounter your business—and the reasons they have to choose you.

Rate each statement from 1–5:

It's immediately clear what our business does.

1 2 3 4 5

It's clear who our business is for.

1 2 3 4 5

Our messaging focuses on what customers need, not just what we sell.

1 2 3 4 5



Our messaging focuses on what customers need, not just what we sell.

1 2 3 4 5

Our marketing materials communicate a consistent message and look.

1 2 3 4 5

SCORE: _____ / 20

3. Website & Digital Presence

Your website should help—not get in the way. It doesn't need to be complicated. It does need to make it easy for the right people to understand what you offer and take the next step.

Rate each statement from 1–5:

Our website clearly explains what we offer.

1 2 3 4 5

Visitors can quickly find the information they're looking for.

1 2 3 4 5

Our website gives visitors a clear next step.

1 2 3 4 5

Our website works well and feels professional on mobile devices.

1 2 3 4 5

SCORE: _____ / 20

4. Visibility & Reach

Can the right people actually find you? Being good at what you do doesn't automatically make people aware of you.

Your marketing needs to help the right people find you—and give them a reason to pay attention.



Rate each statement from 1–5:

Our business can be easily found when people search for what we offer.

1 2 3 4 5

Our important online listings and profiles are accurate and up to date.

1 2 3 4 5

We're consistently visible on channels where our customers actually spend time.

1 2 3 4 5

We know which channels are actually bringing us meaningful traffic, leads or customers.

1 2 3 4 5

SCORE: _____ / 20

5. Content & Campaigns

Are your marketing activities working together? You don't need to create more content. You need to make sure the content and campaigns you're already creating have a purpose.

Rate each statement from 1–5:

We have a clear reason for the content we create.

1 2 3 4 5

Our content addresses questions, problems or interests that matter to our customers.

1 2 3 4 5

We plan important marketing activities rather than constantly scrambling to create them.

1 2 3 4 5

Our campaigns have a specific objective and a clear call to action.

1 2 3 4 5

SCORE: _____ / 20



6. Measurement & Results

Do you know what's actually working? You don't need a giant analytics dashboard. You do need to know whether your marketing is accomplishing something.

Rate each statement from 1–5:

We have identified the marketing metrics that actually matter to our business.

1 2 3 4 5

We regularly review our marketing performance.

1 2 3 4 5

We know which marketing activities generate meaningful results.

1 2 3 4 5

We use what we learn to change or improve our marketing.

1 2 3 4 5

SCORE: _____ / 20

7. Your Marketing Health Snapshot

Now add up your scores.

AREA	SCORE
Strategy	
Brand & Messaging	
Website & Digital Presence	
Visibility & Reach	
Content & Campaigns	
Measurement & Results	

What Does Your Score Tell You?

24–47 - STARTING POINT

Your marketing may be largely reactive or inconsistent. That's not unusual—especially when you're also running the business.

Start with the fundamentals rather than adding more channels, content or advertising.

Focus: Get the basics in place.



48–71 - BUILDING

You've got some important pieces in place, but there are probably gaps or inconsistencies holding things back.

Look at your lowest-scoring areas first.

Focus: Strengthen the foundation.

72–95 - ESTABLISHED

You've built a solid marketing foundation.

Your opportunity may be less about doing more and more about making the things you're already doing work together more effectively.

Focus: Improve consistency and performance.

96–120 - STRONG FOUNDATION

Marketing appears to be a meaningful part of how your business operates.

Your next opportunities may involve refining your strategy, improving performance, testing new approaches or getting more from the information you're already collecting.

Focus: Optimize what you have.

An Important Note: Your total score isn't the most important number on this page. Look at your individual category scores. A business can have a strong overall marketing operation and still have a major weakness in one area. Your lowest score is probably the more interesting number.

8. WHAT SHOULD YOU WORK ON FIRST?

You don't need to fix everything. In fact, trying to fix everything at once is a pretty good way to fix nothing. Look at your six category scores and identify your two lowest areas.

My Two Priorities

1. _____

2. _____

Now dig a little deeper. What's the problem? Describe it in one sentence.



Why does it matter?

What is this problem costing your business?

- ☐ Time
- ☐ Money
- ☐ Leads or customers
- ☐ Missed opportunities
- ☐ Customer confusion
- ☐ Something else: _____

What's one improvement you could make?

Choose one meaningful action you could take in the next 30 days. When will you do it?

Target date: _____

9. Before You Do More Marketing...

Ask yourself these questions.

Do I have a clear goal? If you don't know what you're trying to accomplish, it's difficult to know whether your marketing is working.

Do I know who I'm trying to reach? "Everyone" isn't a useful audience.

Is my message clear? More traffic won't fix a message people don't understand.

Does my website help people take the next step? More visitors won't fix a website that creates confusion.

Am I measuring outcomes—or just activity? Followers, impressions, views and clicks can be useful. But they're not automatically business results.

Am I doing more because it's strategic—or because I feel like I should be doing something? Sometimes the best marketing move isn't doing more. It's figuring out what isn't working first.



10. The BlackBirch Perspective

Marketing doesn't have to be complicated. But it does need to be intentional. You don't necessarily need another social media channel, another advertising platform, another piece of software or another person telling you to "create more content." You may simply need to step back and figure out:

- What's the goal?
- Who are we trying to reach?
- What do we need them to understand?
- What do we want them to do?
- And how will we know if it worked

That's the foundation. Everything else comes after it.

Need a Second Set of Eyes? A self-assessment can help you identify a problem.

It can't tell you exactly which problems to solve first, why they're happening, or how all the pieces should work together for your particular business. That's where an outside perspective can help.

BlackBirch Marketing helps small businesses make sense of their marketing, identify what's getting in the way, and create practical strategies for moving forward.

