

# Marketing Health Checklist

Is your marketing driving real business growth—or just draining your budget?

Use this checklist to find out.

**We have a clear, documented marketing strategy.**

- Yes  No  
 Sort of

*Without a roadmap, your team is guessing. Strategy leads execution.*

**We're consistently generating qualified leads that convert into revenue.**

- Yes  No  
 Inconsistent

*Lead gen should be predictable and performance-based—not wishful thinking.*

**Our internal team has the time, talent, and leadership to execute.**

- Yes  No  
 We're spread too thin

*Lack of bandwidth or senior-level oversight often results in stalled growth.*

**We know exactly what's working (and what's not) across our marketing.**

- Yes  No  
 Not sure

*Marketing should be measurable. If you're not tracking ROI, you're flying blind.*

**Our brand and messaging reflect who we are and resonate with our audience.**

- Yes  No  
 Needs a refresh

*Inconsistent or outdated branding can kill conversions and confuse prospects.*

**Our website, campaigns, and creative assets convert visitors into customers.**

- Yes  No  
 Needs improvement

*Your digital presence should be your hardest-working salesperson.*

**We're fully leveraging digital tools like SEO, paid media, email, and automation.**

- Yes  No  
 Only partially

*Tools don't work without a plan—and misused tools waste time and money.*

**We're confident in our marketing leadership and decision-making.**

- Yes  No  
 We need help

*Experience matters. Guesswork is expensive.*

## Your Scorecard

### 7–8 “Yes” Answers:

You're in great shape—keep the momentum going.

### 4–6 “Yes” Answers:

You've got potential, but there are gaps worth filling.

### 0–3 “Yes” Answers:

It's time to talk. You're likely leaving money—and growth—on the table.

Cre8 Demand is your flexible, results-driven partner—offering fractional CMO leadership, demand gen strategy, and execution that scales to your needs.

Let's talk about how we can Cre8 Demand for your business.

[cre8demand.com](https://cre8demand.com)

