

MARKETING CLARITY SELF-AUDIT



Clarity Check

Rate each on a scale of 1 (not at all) to 5 (completely true)

AUDIT DATE: _____

| | | | | | |
|---|---|---|---|---|---|
| We know exactly who we are talking to in our marketing material | 1 | 2 | 3 | 4 | 5 |
| Our messaging is clear, consistent, and customer focused | 1 | 2 | 3 | 4 | 5 |
| Our website tells the right story and drives action | 1 | 2 | 3 | 4 | 5 |
| We have a strong, repeatable content strategy | 1 | 2 | 3 | 4 | 5 |
| All of our platforms look and sound like “us” | 1 | 2 | 3 | 4 | 5 |

CLARITY SCORE: _____

Feeling the Burn?

Check all that apply. Subtract 1 point from total clarity check score.

- ☐ I feel overwhelmed trying to “keep up” with content (-1)
- ☐ I’m unsure what’s working in our marketing (-1)
- ☐ We’re consistent... but not sure it’s converting (-1)
- ☐ I think we need a reset but don’t know where to start (-1)
- ☐ Our brand is solid, but we’re not getting traction (-1)

BURN SCORE: _____





SCORE & TAKEAWAYS



Add up your scores from the Clarity Check, then subtract 1 point for every box you checked under Feeling the Burn.

That's your final Clarity Score.

TOTAL SCORE: _____

| Final Score | Marketing Temp | Clarity Status |
|-------------|---|---|
| 21-25 |  | You're glowing! Your marketing is dialed in. Now it's time to optimize. |
| 16-20 |  | Mostly clear skies. A few tweaks could brighten things up! |
| 15-11 |  | Some clouds forming. You're doing a lot, but the clarity is fading. |
| 0-10 |  | Marketing storm warning! It's time for a full clarity reset. Let's fix this together. |

Your Hot Take

After performing this audit how clear is your marketing strategy. Write down 3 strengths and 3 weaknesses.

Need help with your marketing clarity?

If your results left you thinking, "Yikes...I need a plan", you're not alone. If your results showcase clarity, we can help execute.

Book FREE Marketing Clarity Consult Today!

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