ARCHER
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FREE PRACTICAL CHECKLIST

Marketing Health Checklist

A straightforward review of the foundations supporting your marketing.
Use it to spot where clarity, capacity or a more joined-up approach could help.

1. Direction and priorities

Tick the statements that are true for your business today. Leave anything uncertain unticked.

- [ ] We can explain what our marketing needs to achieve in the next 6–12 months.
- [ ] We know which customer groups or decision-makers matter most.
- [ ] Our key messages explain why customers should choose us.
- [ ] We have agreed which marketing activities deserve priority.

2. Website and visibility

- [ ] Our website accurately reflects what we offer today.
- [ ] Visitors can quickly understand our services and next step.
- [ ] Our business details and key online profiles are up to date.
- [ ] We understand which channels bring relevant visitors or enquiries.

3. Content and campaigns

- [ ] We create content around customer questions and business priorities.
- [ ] We have a realistic plan for marketing activity.
- [ ] Our calls to action are clear and appropriate.
- [ ] We review whether activity is useful rather than publishing for its own sake.

4. Systems and measurement

- [ ] We know how enquiries are captured and followed up.
- [ ] Our marketing tools and processes work together effectively.
- [ ] We can access reliable website or campaign performance information.
- [ ] Someone is responsible for reviewing results and deciding what changes.

5. People and capacity

- [ ] Marketing responsibilities are clear.
- [ ] We have the skills needed for our immediate priorities.
- [ ] The people responsible have enough time to deliver agreed work.
- [ ] We know when to seek additional support.

What did you discover?

Take a moment to review the statements you left unticked. You don't need to address everything at once. Instead, consider:

- Where are the biggest gaps?
- Which areas could be holding your marketing back?
- What matters most right now?
- Which improvements would best support your current business objectives?
- What's your next step?

Need help putting your priorities into action?

Archer Marketing works with growing businesses to bring clarity, structure and practical support to their marketing.

Whether you need a clearer strategy, better systems or ongoing marketing support, you're welcome to get in touch.

Visit: www.archermarketing.co.uk | Let's chat: Book a free consultation here