Required Marketing.com
WHERE YOUR BUSINESS COMES TO LIFE!

Is Your Business Ready for Marketing?

A practical assessment of your audience, offer, website, brand and inquiry follow-up.



WHERE YOUR BUSINESS COMES TO LIFE!

01 / MARKETING READINESS ASSESSMENT

Your business and campaign goal

01 Business and audience

Name your business and the buyers you want to reach.

02 Priority offer

Describe one service or product and the problem it solves.

03 Next customer action

Choose one action: call, book, request a quote or purchase.

Type your answers in the fields, then save a copy. You can also print this worksheet.

02 / MARKETING READINESS ASSESSMENT

Five foundations to review

Foundation	Evidence to look for	A useful question
Audience and offer	A clear buyer and specific service	Can a prospect tell whether it fits?
Brand consistency	Approved logo, colors and message	Does every touchpoint feel familiar?
Website and visibility	Useful pages and working contact paths	Can a buyer find and contact you?
Inquiry follow-up	An owner and a clear response process	Will someone respond and record the next step?
Tracking and review	A record of activity and customer actions	Can you explain what happened?

A simple readiness scoring rubric

Score each foundation	What the score means	What to do next
0 / Missing	No usable evidence is available	Define and create the foundation
1 / Partial	Some elements exist; gaps remain	Name and resolve the missing items
2 / Ready to test	Evidence exists and has been checked	Run a focused test and review
Five areas / 10 points	Score audience, brand, website, follow-up, tracking	Use the next page to record scores

A planning tool created by Required Marketing Group, not a validated benchmark.

04 / MARKETING READINESS ASSESSMENT

Record your readiness scores

Audience and offer / 0-2	
Brand consistency / 0-2	
Website and visibility / 0-2	
Inquiry follow-up / 0-2	
Tracking and review / 0-2	
Total / 0-10	

Website and visibility are scored together. Tracking is scored separately. Total: 0-10.

05 / MARKETING READINESS ASSESSMENT

Choose the next improvements

01 First gap to fix

Choose the missing item most likely to block a customer action.

02 Owner and due date

Name who will fix it and when it will be checked.

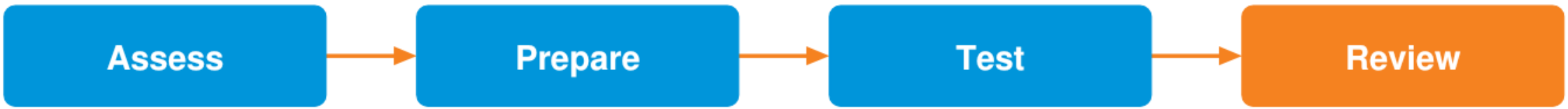
03 Evidence of completion

Write how you will confirm the improvement works.

Type your answers in the fields, then save a copy. You can also print this worksheet.

06 / MARKETING READINESS ASSESSMENT

A practical path to campaign readiness



Record the current gaps.

Fix the important blockers.

Launch a focused activity.

Review inquiries and next steps.

A high score does not guarantee results. Use the assessment to guide preparation.

YOUR NEXT STEP

Let us help with your next step

Bring your completed assessment to a consultation. Required Marketing Group can help prioritize branding, website, campaign and automation needs.



Request a consultation

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