Awful to Awesome
Rate your business marketing

BOLD!

Marketing Communication
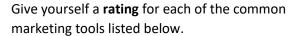
Awful to Awesome – Rate your business marketing

Is it time to up the ante in your business marketing?
Not sure?
Then rate your business marketing using our
Awful to Awesome scale.

Give yourself a **rating** for each of the common marketing tools listed below.

It's not easy to be objective, and there's always a reason - or perhaps an excuse - for why things are done as they are. Unfortunately, your clients (or customers) don't really care why, and if they're not impressed, they'll do their talking with their feet!

Before you start, here are the rules.

Rule #1
Be honest and put yourself in a client's shoes. If something's awesome, great! If it's awful, even better… because recognising awfulness means you can do something about it.

Rule #2
Rate yourself from 1 to 10.
One is really Awful and 10 is so Awesome you should be seeing fireworks. Five is sitting on the fence which means it's not that impressive and probably closer to Awful than Awesome.

Rule #3
Get a second opinion. Ask someone (or two) to rate you as well. Don't bother, if you plan to ask someone who'll stroke your ego and tell you you're fabulous. An honest opinion is what you need because warts and all feedback could deter your current clients from leaving you and help you attract new ones.

Rate yourself:
1 = Awful to 10 = Awesome
for each of these marketing resources:

Your **Website**
i) What's the 'look and feel' and is this consistent with your branding? ___
ii) Are the words and images up-to-date and accurate? Is anything (or anyone) missing? ___
iii) Do the menus make sense and is it easy to find what you're looking for? ___
iv) Do you feel proud when you read it, is the text is still doing a great job of explaining what you do, who you do it for, how you do it, and why? ___
v) How's your website security? (It's Awesome if there's a closed padlock icon and "https://" before the www's. If there's not – your security is definitely Awful!) ___

Your **Brand**
i) How does it look – is the styling, including colours and fonts, ageless or is it just old? ___
ii) Does your visual brand (logo, colours, fonts) accurately portray what you want to be known for? ___
iii) Is your visual brand consistent across all your communication (stationery, signage, social media, email signatures etc)? ___
iv) Does your elevator pitch express what you do, who you do it for, how you do it and why? ___
v) Is your brand pleasing to the eye and would you describe it as memorable (for the right reasons)? ___

Your **Business Brochure**

i) Do you even have one? ___
ii) How's the presentation? Professional or tired? Neat or crowded? ___
iii) Are the words and images, including branding, accurate and current? Is there a service missing or a key person in your business? ___
iv) Is it a self-indulgent trophy or does it clearly showcase how your skills and expertise actually benefit your clients? ___
v) Is it easy-to-read and memorable? Could someone remember key points to tell a colleague later? ___

Your **Professional Profile**

i) Again, do you have one? ___
ii) Is it professionally written and presented? Well organised? To the point? Easy to understand? Interesting? ___
iii) Is there a good quality photo of you? ___
iv) Does it include your credentials as well as indicating your credibility as a leader in your field? ___
v) Does it indicate the 'type' of clients your work with? ___
vi) Does it present you as a likeable human as well as a dedicated professional? ___

Your **Case Studies**

i) Do you have a case study (or a testimonial) for each of your main products or services? ___
ii) How well are your case studies structured - do they have an overview, describe the problem, outline your solution and express your client's satisfaction? ___
iii) How's the readability? Is it so technical it bamboozles your readers or is it so casual it fails to make the point about the success of your product or service? ___

Your **Email Marketing**

i) How useful are your emails for an existing or potential client? ___
ii) How do they look? Do they use your branding and include an eye-catching image? ___
iii) Is the first sentence so compelling that your reader will want to click to learn more?
iv) Do you have click opportunities (and enough of them) in your emails? ___
v) How good are you at actively using email marketing reporting to judge the success of your emails and follow up? ___
iv) Do you have a strategy that schedules regular (but not too regular) emails on key topics? ___

Your **Social Media**

i) How would you rate your posting frequency (weekly = Awesome / hardly ever = Awful)? ___
ii) Do you get enough Likes and Shares? ___
iii) Is your branding and brand message consistent across all your social media channels? ___
iv) Are your Facebook and LinkedIn 'About' details up-to-date? ___
v) Are your posts entertaining as well as helpful for your followers? ___

How did you go?

Hopefully, this exercise has helped you to see your business through your clients' eyes. If it has highlighted that your marketing tools are more awful than awesome, it should prompt you to take action. If you need help, please give us a call – we'd love to help.

Please contact us on 07 5477 0197 or email marketing@boldcorp.com.au