

B2B Marketing Opportunity Identifier

Instructions

Read each attribute below and score...

A its importance to your profitability
B your room for improvement in that area.
 scoring from 1 to 5.

Multiply the two scores together, write in the box provided, and repeat for each attribute.

In order to deliver the greatest impact upon profitability, focus your efforts to improve marketing performance on those areas that scored highest.

Here's the scoring system:

A Importance to profitability
 1 Immaterial, 2 relevant, 3 important, 4 vital, 5 business critical

B Room for improvement
 1 Already world-class, 2 some improvement possible, 3 satisfactory, 4 problem area, 5 very poor

A Strategy, Planning & Positioning

1 Market understanding

You know what drives profit and market share in both your existing and potential markets, now and into the foreseeable future.

B	5				
Room for Improvement	4				
	3				
	2				
	1	2	3	4	5
Importance	A				
	Score				
	AxB				

2 Positioning

You know what it is that you do differently and better than your competitors. You have developed compelling substantiation of each point. This info is disseminated and used by all in the organization.

B	5				
Room for Improvement	4				
	3				
	2				
	1	2	3	4	5
Importance	A				
	Score				
	AxB				

3 Pricing

You always price so as to maximise profit while remaining consistent with your positioning, growth objectives and overall strategy.

B	5				
Room for Improvement	4				
	3				
	2				
	1	2	3	4	5
Importance	A				
	Score				
	AxB				

4 Messaging

You develop compelling, differentiated messages which stand out in the marketplace, based on a thorough understanding of your prospects in each segment and deliver them consistently across all communications.

B	5				
Room for Improvement	4				
	3				
	2				
	1	2	3	4	5
Importance	A				
	Score				
	AxB				

5 Marketing planning

Your plan makes the most efficient use possible of the resources available, based on a comprehensive understanding of the most effective ways to address your markets.

B	5				
Room for Improvement	4				
	3				
	2				
	1	2	3	4	5
Importance	A				
	Score				
	AxB				

6 Marketing mix

You consistently allocate your budget to activities within the mix based on historic, measured ROI or reasonably justified potential return.

B	5				
Room for Improvement	4				
	3				
	2				
	1	2	3	4	5
Importance	A				
	Score				
	AxB				

B Product & Brand Management

1 Portfolio vision

You have a clear vision of highly differentiated, highly relevant attributes for your brands (including your corporate image) and you convey those attributes coherently and convincingly to your target audience.

B	5				
Room for Improvement	4				
	3				
	2				
	1	2	3	4	5
Importance	A				
	Score				
	AxB				

3 Portfolio exploitation

You identify new opportunities to leverage your brands, assess carefully, and pursue those deemed prudent.

B	5				
Room for Improvement	4				
	3				
	2				
	1	2	3	4	5
Importance	A				
	Score				
	AxB				

2 Portfolio development

You accurately measure your brand's achieved attributes, understand the reasons behind any deviation from its desired attributes and have a clear plan to maintain your position and rectify any shortcomings.

B	5				
Room for Improvement	4				
	3				
	2				
	1	2	3	4	5
Importance	A				
	Score				
	AxB				

4 Portfolio rebalancing

You consistently reassess and rebalance your portfolio of products in a methodical way to maximize the potential products / brands for profit.

B	5				
Room for Improvement	4				
	3				
	2				
	1	2	3	4	5
Importance	A				
	Score				
	AxB				

C External Communications

1 Awareness & preference building

Your activities quantifiably increase the awareness of and preference for, your brands within each target segment.

B	5				
Room for Improvement	4				
	3				
	2				
	1	2	3	4	5
Importance	A				
	Score				
	AxB				

3 Channel & Partners

Your partner programmes create the correct incentives and drive the behaviour you require in your partners and channel sales organizations.

B	5				
Room for Improvement	4				
	3				
	2				
	1	2	3	4	5
Importance	A				
	Score				
	AxB				

2 Lead pipeline

You identify every prospect in your target markets, prioritise them and contact accordingly. You engage all those deemed worthy, generate accurately qualified leads and effectively nurture them along the sales funnel by the most economical and effective means necessary.

B	5				
Room for Improvement	4				
	3				
	2				
	1	2	3	4	5
Importance	A				
	Score				
	AxB				

4 Sales support

Marketing's support fundamentally underpins your sales team's ability to close sales quickly, cost-effectively and at maximum margin.

B	5				
Room for Improvement	4				
	3				
	2				
	1	2	3	4	5
Importance	A				
	Score				
	AxB				

D Overall Management

1 Skills Management

You constantly monitor the skills required and those in place, and ensure any prospective shortfall is filled either by direct employees or via external resources.

B	5				
Room for Improvement	4				
	3				
	2				
	1	2	3	4	5
Importance	A				
	Score				
	AxB				

3 Measurement & Feedback

You measure a dashboard of intuitive, precise metrics which provide clear insight into your performance at all levels. You use the intelligence gathered to refine and improve future marketing.

B	5				
Room for Improvement	4				
	3				
	2				
	1	2	3	4	5
Importance	A				
	Score				
	AxB				

2 Campaign management

Campaigns are conducted with metrics in place and are consistently delivered efficiently and effectively to meet or exceed target KPI's.

B	5				
Room for Improvement	4				
	3				
	2				
	1	2	3	4	5
Importance	A				
	Score				
	AxB				

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