

Marketing Effectiveness Checklist

Is your marketing really working?

Are you focusing on the right elements that actually drive results and not just adding activity?

Use this checklist to assess the effectiveness of your marketing efforts. Each section focuses on a critical area. Tick the boxes that apply to your current marketing strategy.

Audience & Message

- I can clearly define my ideal customer persona and why they choose us
- Our marketing message is clear, consistent, and problem-focused
- I know which message resonates most and drives results

Channels & Activity

- I know which marketing channel drives revenue, not just likes or traffic.
- We focus on a few channels that work - not everything at once
- Our marketing efforts align with current business goals

Website & Conversion

- Our website guides visitors toward one clear action
- Website traffic turns into enquiries, leads, or sales

Measurement & Decision-Making

- We measure success beyond social media likes, clicks, and impressions
- I know what to stop doing as well as what to continue

Momentum & Confidence

- If my marketing stayed the same for the next 6 months, results would improve

Your Results

Count your “Yes” answers:

8–10 Yes

✓ Strong foundations -> optimisation will unlock growth

4–7 Yes

⚠ You’re doing a lot, but focus and clarity are missing

0–3 Yes

✗ More marketing won’t help yet -> **clarity** comes first

(If this made you pause... that’s the point.)

Common Red Flags

- Posting regularly but unsure *why*
- Making decisions based on trends, not data
- Tried multiple agencies with no clear uplift
- Website gets traffic but not enquiries
- Busy with marketing – unclear on what’s actually working

Missing clarity on the right marketing element?

TracElement helps you simplify your message, align with your audience, and focus on the elements that will actually drive results.