



VISION DRIVEN CONSULTING

MARKETING DIAGNOSTIC

STEPS TO HELP YOU TAKE
YOUR MARKETING STRATEGY
TO THE NEXT LEVEL

HOW TO USE THIS TOOL

Marketing and communication can mean a lot of things. In the context of your organization, they are the means through which you talk to people about who you are and what you do in the hopes of attracting audience. Marketing in today's social media culture brings your message to a much wider audience at a faster rate than word-of-mouth can, which in turn (hopefully) grows your business more quickly.

Of course, it is still possible to market your organization without the use of social media. This tool can help you figure out which methods of marketing are best suited to your organization.

This tool is meant to help you think more deeply about what you want for your organization, what you're doing now, and how you might use marketing to get where you want to go. Fill out as many details as you can--even seeing where the gaps are can be a useful tool for goal-setting and growth.

It's not necessary to utilize every element broken out here: which tools are useful will depend on your organizational goals and target audience. If you find that your new marketing strategy is leading you down a path you'd rather not be on, use this tool again to reassess.



STAFF & ORGANIZATION

Describe your organization.

How long has it been running?

What type of growth have you seen? Consider budget and programs.

How has marketing and online presence impacted growth?

How many staff members currently work in the organization? Include if they are full-time, part-time, contract, volunteer, intern, etc.

Is there a designated staff member to handle marketing, outreach, communication, website, and social media?

How many hours per week is currently assigned to these tasks?

Does your organization have a logo?



ORGANIZATIONAL VOICE

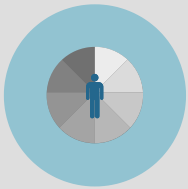
How do people find your organization? Is it through word of mouth, online searches, print ads, personal referrals, online advertising, other ways? Please list all that apply.

When creating content for the organization, it's important to represent the "brand" or "speak in your voice." What does your marketing team need to know about your organization to come across as authentic? Are you formal or casual?

Do you need additional modes of advertising to what you are currently using?

Do you have a tagline, mission statement, or philosophy to share with the public?

How would you describe the industry you work in?



DEMOGRAPHICS

What are your target client demographics? If there are multiple groups, list each separately. Consider age, gender, education, geography, income, career, lifestyle.

Is your target client a consumer, business or enterprise/government?

Is your current demographic is the same as your target demographic?

What are relevant business types to your industry? For example, companies/organizations that could refer attendees to you, businesses that you would refer attendees to, businesses that are not in your niche but may share a similar attendance base.

Do you have contacts in these industries?

Which local groups would be relevant for your organization?

Are you a member of professional, community or industry organizations? If so, list them below.



WEBSITE

How often is your website being updated?

What is the platform used to host the website?

Do you have Google Analytics connected to your website?

Your website should meet a client's needs or wants. What are the top needs or wants you fulfill?

What do you think is lacking in your website? Does the layout, language, or content need to be updated?

When people visit your website or other aspects of your online presence, what actions do you wish for them to take? Be specific. List as many as relevant, in priority order. (For example, sign up for email newsletter, book a free consultation, become a fan/follower on social media, etc.)

Please list at least three websites (for competitors or otherwise) or components of website(s) that impress you; provide URL and explain what you like specifically, and why.



MAILING LIST

Does your organization have a mailing list and subscribers? If so, what is the platform you utilize?

How many subscribers do you have on your mailing list?

How would you characterize the subscribers on your mailing list? Are they followers, clients, colleagues, etc.?

What do you typically include in the email? What information do you include?

What is the voice you use in the mailing list?

How frequently do you send out emails through the mailing list?



SOCIAL MEDIA

How would you rate your organization's understanding and knowledge of social media and marketing? Rate on a scale of 1-10 (1 = no knowledge, 5 = competent but not an expert, and 10 = expert).

Please explain your rating. What is your organization missing or what do you excel at with marketing?

How does your organization use social media? Is the goal of using social media to share a message, get people to come to events, purchase a service, etc.?

What do you believe is keeping your organization from fully utilizing social media? Is it lack of time, organization, knowledge, resources, etc.?

How up-to-date is your social media presence? How often do you update and post on social media?



GOALS

Use this page to outline a few **SMART** goals for your organization. **SMART** goals are **S**pecific, **M**easurable, **A**ction-oriented, **R**ealistic, and **T**ime-bound. Consider financial goals, audience goals, and/or social/impact goals.

1.

2.

3.

4.

5.