

Marketing Effectiveness Checklist

Is your marketing actually working or just keeping you busy on marketing?

Use this checklist to assess the health of your marketing. Tick every statement that genuinely applies to your business today.

Be honest - the gaps are where the growth is.



1. Audience & Message

The foundation of all effective marketing. If you're unclear on **who** you're talking to and **why** they should care, everything else is wasted effort.

- I can clearly describe my ideal customer - their situation, frustration, and what they need
- Our marketing message is consistent, specific, and focused on the customer's problem (not our features)
- I know which messages and offers resonate most - because I've tested and measured them

2. Channels & Activity

More channels doesn't mean better results. The businesses that grow fastest do fewer things - but do them well and consistently.

- I know which marketing channel drives actual revenue - not just likes, traffic, or impressions
- We focus on 2-3 channels that suit our audience, rather than trying to be everywhere at once
- Every marketing activity is directly linked to a current business goal

3. Website & Conversion

Your website is often a prospect's first real impression. If it doesn't convert visitors into enquiries, the rest of your marketing works harder than it needs to.

- Our website clearly communicates who we help, how, and what to do next - within seconds
- Website visitors regularly turn into enquiries, leads, or sales (not just one-time visitors)

4. Measurement & Decision-Making

You can't improve what you don't measure. But measuring the wrong things is just as dangerous as measuring nothing - it keeps you busy without moving you forward.

- We track marketing success in business terms - leads, revenue, conversion rate — not vanity metrics
- I know what's not working and have made deliberate decisions to stop or change it

5. Momentum & Confidence

The best marketing is sustainable. It builds on itself and doesn't rely on constant effort or guesswork to keep results coming.

- If our marketing stayed exactly as it is for the next 6 months, I'm confident results would improve
- Our team (or I) know what to prioritise next - without second-guessing or reacting to every trend

Your Results

Count the boxes you ticked and find your score below. Be honest - partial credit doesn't count.

8-11

Strong foundations

You have solid marketing habits. The opportunity now is optimisation - refining what works to unlock the next level of growth.

4-7

Activity without clarity

You're putting in the effort, but focus is missing. Prioritising the right areas will deliver significantly better returns.

0-3

Clarity first

More marketing activity won't solve this yet. Getting clear on your audience, message, and one or two channels will unlock everything else.

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

Common Red Flags. Do any of these sound familiar?

- 🚩 Posting regularly on social media, but unsure why or what it's actually achieving
- 🚩 Making marketing decisions based on trends or gut feeling, not data
- 🚩 Tried multiple agencies or tactics with no meaningful improvement in leads
- 🚩 Website gets traffic, but visitors don't turn into enquiries or sales
- 🚩 Constantly busy with marketing activity - but unclear on what's truly working
- 🚩 Your message changes depending on who you're talking to, or who wrote the content

If two or more of these resonate, it's a strong signal that clarity (not more activity) is what your marketing needs right now.

Missing clarity on your marketing?

TracElement helps Australian businesses simplify their message, focus on what works, and turn marketing effort into real growth.

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