
Is Your Marketing Working as Hard as You Are?

A quick checkup to see what's working, what's missing, and where your marketing could work harder with better results.

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A quick checkout to uncover gaps, opportunities, and a clearer path forward.

Marketing can get complicated quickly. There are always new platforms, recommendations, and “must-do” tactics competing for your time and budget.

This quick checklist will help you step back and see what’s working, what may be missing, and whether some outside guidance could make your marketing—and your life—a little easier and grow your results.

Check each you agree with:

Our Marketing Plan

- ☐ We have a clear marketing plan for the next 3–12 months.
- ☐ Our Brand Voice is consistent across all marketing channels.
- ☐ We have specific plans to make the most of holidays and seasonal opportunities.
- ☐ We know which customers, products, or services offer our best opportunities for growth.
- ☐ We can identify the marketing tactics that bring in the most business.

Our Marketing Spending

- ☐ Our marketing budget is connected to specific business goals.
- ☐ We feel confident that we’re spending our marketing dollars in the right places.
- ☐ We understand the purpose of each marketing channel or tactic we use.
- ☐ We know which creative and copy messages drive the most sales.
- ☐ We have a reliable way to decide whether a new marketing recommendation is worth the investment.

We Know What’s Working

- ☐ We can connect our marketing efforts to leads, customers, or revenue.
- ☐ We regularly review meaningful numbers to understand performance.
- ☐ We know approximately what it costs to bring in a new customer.
- ☐ We can confidently decide which marketing efforts to continue, change, or stop.

We're Keeping Everything on Track

- ☐ An experienced person is responsible for our overall marketing direction.
- ☐ Our website, advertising, social media, email, and promotions work together toward the same goals.
- ☐ Our marketing happens consistently, even when business gets busy.
- ☐ We make proactive marketing decisions based on a clear plan rather than reacting to urgent needs, competitors, or vendor pitches.

What Are Your Answers Telling You?

Count the number of statements you checked, then find your range below.

12–16 boxes checked: You have a strong marketing foundation

You have many of the right pieces in place. Focused consulting may help you build on what's working, fine-tune your strategy, and uncover additional opportunities for growth.

7–11 boxes checked: You're building positive momentum

You have several important marketing practices in place, with opportunities to create greater consistency, strengthen measurement, and connect your efforts more closely to your business goals.

0–6 boxes checked: You're ready for a clearer marketing path

A more focused strategy and experienced guidance can help you establish priorities, make confident marketing decisions, and put your time and budget to better use.

Ready for More Clarity?

If this checklist uncovered a few gaps—or confirmed that your marketing feels harder than it should—you don't have to sort through it alone. I help business owners make sense of their marketing, focus their time and budget on what matters most, and build a practical strategy to support real business growth.

Visit **CampolmiMedia.com** to explore my consulting and fractional marketing services or schedule a complimentary **Marketing Clarity Conversation** to talk through your business needs.