MARKETING SPARK

B2B Marketing Audit Checklist

32 yes-or-no questions for founder-led B2B companies. Work through it with your sales leader in the room.

How to use it. Pull the last 12 months of leads by source, closed deals by source, win rate, sales cycle and total marketing spend. Tick a box only when the answer is a plain yes. If the honest answer is "sort of," leave it blank.

1. Customer and positioning

- ☐ 1 Can you describe your best customers in one or two sentences, including company size, industry and the trigger that makes them buy?
- ☐ 2 Would your CEO, head of sales and newest salesperson give the same answer if asked who you're for?
- ☐ 3 Have you talked to at least five recent customers in the past six months about why they chose you?
- ☐ 4 Can you name the two or three alternatives buyers seriously consider, including doing nothing?
- ☐ 5 Can you explain in one sentence why a buyer should pick you over those alternatives, without using words like "innovative," "seamless" or "best-in-class"?

Yes: ____ of 5

2. Message and website

- ☐ 6 Does your homepage headline say what you do and who it's for, clearly enough that a stranger would get it in five seconds?
- ☐ 7 Do your website, sales deck and LinkedIn profiles describe the company the same way?
- ☐ 8 Does the website use the words your customers use, rather than internal or industry jargon?
- ☐ 9 Is there a clear next step for buyers who are ready to talk, and a lighter one for those who aren't?
- ☐ 10 When you search your company name on Google, do the title and description that show up make you want to click?

Yes: ____ of 5

3. Proof

- [ ] 11 Do you have at least three case studies or customer stories from the kind of company you most want to win?
- [ ] 12 Do they include real numbers, like time saved, revenue gained or costs cut?
- [ ] 13 Are customer quotes attributed to a real name and title?
- [ ] 14 Can buyers find proof within one click of your homepage?

Yes: ____ of 4

4. Being on the shortlist

- [ ] 15 Do you know how most of your best customers first heard about you?
- [ ] 16 Are you showing up in the places your buyers spend time (specific publications, communities, events or podcasts) on a regular schedule?
- [ ] 17 Do you do anything to stay known by buyers who aren't ready to buy yet?
- [ ] 18 When a buyer asks a peer or an AI assistant for options in your category, would your name come up?

Yes: ____ of 4

5. Channels and pipeline

- [ ] 19 Can you name the two or three channels that produced most of your closed revenue last year, and not just most of your leads?
- [ ] 20 Are you spending most of your time and budget on those channels?
- [ ] 21 Have you stopped at least one activity in the past year because it wasn't working?
- [ ] 22 Do you know roughly what it costs to win a customer from each of your main channels?
- [ ] 23 Is the pipeline marketing creates growing at least as fast as your revenue target?

Yes: ____ of 5

6. Sales and marketing handoff

- [ ] 24 Have sales and marketing agreed in writing on what counts as a qualified lead?
- [ ] 25 Does a new inbound lead get a response within one business day?
- [ ] 26 Does marketing hear back on which leads turned into deals and which didn't, and why?
- [ ] 27 Does sales have current materials (a deck, case studies, a one-pager) that match the website?
- [ ] 28 Do you follow up with leads that weren't ready to buy, instead of letting them go cold?

Yes: ____ of 5

7. Budget, measurement and ownership

- [ ] 29 Is there one person who owns marketing results, with the authority to make decisions?
- [ ] 30 Do you have a written marketing plan for the next 12 months that sets goals, target buyers and channels?
- [ ] 31 Do you review marketing results against that plan at least once a quarter?
- [ ] 32 Is the marketing budget set from what the plan needs, rather than what's left over?

Yes: ____ of 4

How to score it

Two or more blanks in section 1: fix the positioning before spending more on anything else.

Most blanks in sections 2 and 3: the foundation is fine but buyers can't see it. Rewrite the homepage and build a few case studies.

Most blanks in sections 4 and 5: not enough of the right buyers know you. Pick one or two channels where they already spend time and show up consistently.

Most blanks in sections 6 and 7: leads are leaking between teams or nobody is steering. These are process fixes, and they're often cheap.

Then pick no more than three things to fix in the next 90 days.

Mark Evans, Marketing Spark. The full guide is at marketingspark.co/blog/b2b-marketing-audit-checklist. Score your homepage free at marketingspark.co/audit.