MARKETING SPARK

Marketing Team Scorecard

Five numbers and ten questions for CEOs of small B2B companies. Review it with your marketing team once a month.

Month: _____ Reviewed with: _____

The five numbers

Number	Last month	This month	Target
Qualified pipeline created The value and number of opportunities sales accepted this month that marketing created or helped create. Source: CRM, agreed with sales			
Inbound requests to talk Buyers who asked for a demo, a quote or a call without being chased. Source: Website forms, booking tool, CRM			
Where closed deals came from The two or three sources behind last quarter's revenue, and whether time and budget go there. Source: CRM, plus a "how did you hear about us?" question			
Cost per qualified opportunity What each main channel costs to produce one real sales conversation, including people's time. Source: Spend by channel divided by opportunities			
Lead-to-opportunity rate The share of leads that become real opportunities. A low rate means marketing is attracting the wrong people, or sales isn't following up. Source: CRM			

The monthly check

☐	1	Can the team tell you how much qualified pipeline marketing created last month?
☐	2	Have sales and marketing agreed in writing on what counts as a qualified opportunity?
☐	3	Do you know which two channels produced most of last quarter's closed revenue?
☐	4	Does the team have no more than three written priorities for this quarter?
☐	5	Did the team stop at least one activity last quarter because it wasn't working?
☐	6	Are most of the team's hours and budget going to the channels that produce pipeline?
☐	7	Has someone on the marketing team talked to a customer in the past month?
☐	8	Would a stranger understand what you sell and who it's for after five seconds on your homepage?
☐	9	Is there a weekly or biweekly meeting where marketing reports numbers and raises roadblocks?
☐	10	Does someone experienced review the plan and the results with the team at least once a month?

Yes: ____ of 10

What your blanks mean

Blanks in 1 to 3: you can't measure marketing yet. Fix that first.

Blanks in 4 to 6: a focus problem. Cut activities that don't feed pipeline.

Blanks in 7 and 8: the message needs work. Talk to customers and test the homepage.

Blanks in 9 and 10: the team is working without enough support.

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