

Looking for new ways to grow your business?

Then take the Small Business Genies 2 minute marketing health check

Here's your opportunity to take a pulse check on your marketing health. Simply write your score in the box next to each question, tally up your score at the end.

1. How long ago was your business established?

- | | |
|------------------------|----------|
| Less than 5 years | 1 point |
| Between 5 and 10 years | 2 points |
| More than 10 years | 3 points |

2. When did you launch your current website?

- | | |
|-----------------------------------|----------|
| Less than 2 years ago | 4 points |
| Between 2 and 5 years ago | 2 points |
| Longer than 5 years ago | 1 point |
| I don't have a website (go to Q5) | 0 points |

3. When did you last add or update website content?

- | | |
|-------------------------|----------|
| A year or longer | 0 points |
| Between 6 and 12 months | 1 point |
| Between 2 and 6 months | 2 points |
| Monthly | 3 points |
| Weekly | 5 points |

4. Do you collect and keep detailed customer data?

- | | |
|-------------------------------|----------|
| I don't collect customer data | 0 points |
| I keep only purchase records | 1 point |
| I have some customer data | 2 points |
| I keep detailed customer data | 5 points |

5. How often do you actively communicate with new and potential customers about your business?

- | | |
|------------------------------|----------|
| Only when they call me | 0 points |
| Annually, possibly Christmas | 1 point |
| 2 or 3 times each year | 2 points |
| 4 to 6 times each year | 3 points |
| 12 times or more | 5 points |

6. When did you last review your market, competitors pricing, and offer?

- | | |
|--------------------------------|----------|
| Not since we started business | 0 points |
| Every 3-5 years | 1 points |
| I check it from time to time | 2 points |
| I have a formal review process | 5 points |

7. When customers interact with your business, is that experience branded, memorable and consistent?

Score a point for each

- | | |
|------------|---------|
| Branded | 1 point |
| Memorable | 1 point |
| Consistent | 1 point |

8. Can you clearly articulate your company's unique value proposition (UVP)?

- | | |
|------------------------------|----------|
| What's a UVP? | 0 points |
| I can, but not the staff | 1 point |
| I can, and most of the staff | 2 points |
| We regularly demonstrate it | 5 points |

9. Do you leverage your UVP to win customers?

- | | |
|-------------------------------|----------|
| What's a UVP again? | 0 points |
| No | 1 points |
| Sometimes | 2 points |
| Yes, every opportunity we get | 5 points |



Your marketing
health check
score is...

If you scored between 29 and 40 - Congratulations, you've made a great start, and now is the time to build on that foundation. If you scored between 15 and 28, there's plenty of work you can immediately do to impact your business and grow that bottom line. If you scored below 15, you're at serious risk of a marketing flatline. No matter what your score is, Small Business Genies can help you take your business to the next level. **Call 1300 4 WISHES today.**