

The Monthly Marketing Pulse

A 15-minute self-diagnostic for founders who need to know if their marketing function is working, not just running.

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HOW TO USE For each area, rate your current state honestly. 1 = not happening or broken. 5 = strong and consistent. Circle one number per row on the printed page. Use the full scale.

AREA AND DIAGNOSTIC QUESTION	SCORE 1-5
01 PIPELINE HEALTH <i>Are we generating qualified attention, or is growth coming from the wrong audience?</i> Low scores mean the top of your funnel is filling with people who will not buy. Volume is not the metric that matters.	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
02 CHANNEL CONCENTRATION <i>If your top channel stopped working tomorrow, how quickly would revenue feel it?</i> Single-channel dependence is a business risk. Most companies only discover this after the channel breaks.	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
03 CONVERSION CLARITY <i>Can you name the specific step where most prospects stop moving forward?</i> If you cannot name it, you cannot fix it. High scorers have a working hypothesis and are testing it.	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
04 BRAND CONSISTENCY <i>Does every customer-facing surface sound like it came from the same company?</i> Inconsistency erodes trust before a prospect reaches a buying decision. It usually costs more than it looks like it does.	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
05 ACTIVATION AND LIFECYCLE <i>Are new customers staying, or is growth mostly replacing churn?</i> Acquisition that outpaces retention is expensive. Low scores here often point to something in the early customer experience.	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
06 MEASUREMENT HONESTY <i>Are you tracking the numbers that drive decisions, or the ones that are easy to report?</i> Vanity metrics feel like progress. They rarely show you where the business is actually losing ground.	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
07 TEAM AND TOOLING <i>Can the marketing function run for two weeks without the person who runs it?</i> If the answer is no, you have a person, not a system. One departure or leave rewrites your roadmap.	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
08 FOUNDER TIME ON MARKETING <i>Are you spending time on marketing strategy, or filling execution gaps that should not require you?</i> Founders often get pulled into doing the work because no one else can. That is usually a sign that 06 or 07 needs attention first.	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

READING YOUR RESULTS

Scores of 4 or 5 mean the area is working and can run on maintenance. Scores of 2 or below mean it is actively costing you growth.

If three or more areas score 2 or below, the problem is structural, not tactical. Patching individual channels will not fix it.

A mixed scorecard (a few 4s alongside a few 2s) usually means the function has capable people but no coordinating logic. That is fixable, but not by doing more of the same thing.

If you want the version where someone runs this with you each month and helps you act on what you find, that is what I do.