

# 90 day marketing checklist

Positive's quarterly marketing  
and comms benchmark

Positive has distilled decades of best-practice into a 15 minute quarterly marketing checklist to help identify painpoints. Be honest and tally each section to see how 'healthy' your marketing is and how Positive could help.

# Marketing and comms overview

1. How healthy is your pipeline of Marketing Qualified Leads (MQLs)?	Needs urgent attention - not hitting MQL targets	Unsure - no defined MQL targets	Currently hitting MQL targets
2. How satisfied are you with marketing's role in lead generation?	We don't have one but we need one	Not moving the needle	Very happy - delivering leads regularly
3. Have you allocated your marketing budget for specific products?	No	Not sure	Yes
4. Have you allocated your marketing budget per specific activity eg PR?	No	Not sure	Yes
5. What is your database growth per quarter?	Decline	Flat to 10% growth	11%+ growth
6. How well are your Marketing and PR agencies performing?	Needs to change in the next quarter	Undecided - needs investigation	All good for the next quarter
7. How is your in-house marketing team performing?	Needs restructuring	Needs support possibly from an agency	Excellent - hitting all KPIs
8. How well do your marketing teams skills match your requirements?	All generalists - need specialist support	Unclear - more assessment needed	Good mix of generalists and specialists
9. How do you communicate the marketing team's efforts internally?	No internal communications	When time allows/quarterly	Regular weekly/monthly formal process in place

Tally up your score

11. Do you have a content strategy in place?	No, we focus on technical guides only	Yes, weekly/monthly blogs and occasional research	Yes, we regularly publish persona-based content - videos, research, guides etc
12. How varied is your owned content?	Not sufficiently varied - in need of review	Varied but needs refreshing	Experimenting with new formats and platforms
13. How do you promote your owned content?	We re-post on social channels	It is shared through paid sponsorship with a publication(s)	It regularly features in external sites and media
14. Is your Analysts programme adding strategic value?	No - we are not proactive	Partially - we only engage Tier One during announcements	Yes - We have extensive global and regional relationships
15. Are you reaching enough new influencers/analysts?	No proactive discovery in place	If and when time allows	Yes - we add new influencers and analysts every quarter
16. Do you have a social media strategy?	No - we post sporadically	We only focus on LinkedIn and/or X	Yes, we run specific campaigns across all main social platforms
17. How are your social campaigns performing?	Not sure - we run reactive campaigns	Some engagement but no MQLs identified	Great - campaigns are raising brand awareness and delivering MQL

Tally up your score

# Earned media

18. How satisfied is your leadership team with earned media coverage?	Not at all	Adequate	Overachieving
19. What is your PR Share Of Voice against top five competitors?	0-10% (or we're not measuring)	11-20%	20%+
20. Where are you featured in the media?	Paid partnership only	Trade only	National, Broadcast, Trades
21. Have your press announcements led to sales enquiries in the last 12 months?	No inbounds	This has never been measured or linked	We see direct inbounds converting to sales
22. How experienced in front of media are your spokespeople?	No experience	Only a few media trained	Media trained spokes people
23. How useful is your press pack for briefing the media?	We don't have one	Basic but needs updating	Up-to-date SME headshots, bios, boilerplate etc.
24. How do you measure the impact earned media has on your business?	We don't measure this	We only care about increasing the number of mentions	We measure DA, UVM and audience breakdown

Tally up your score

# Brand Credibility

25. How aware are your target customers of your presence in the market?	Not at all - we don't spend on media or brand	Not sure as we don't measure against competitors	Very - we feature in trade and vertical events and publications
26. How are your digital ads performing?	No idea - we don't have benchmarks to measure against	Looks OK in terms of clicks and engagement but no targets	Very well - perform higher than the benchmark
27. Do you have an event strategy?	No, we attend events sporadically	Yes but we have no budget for new events	Yes, it includes a mix of trade and vertical events
28. How well does your event schedule match your sales aspirations?	Too many events - no strategy	Too few events - not enough brand presence	Perfect mix of trade and vertical events
29. How often does the marketing team meet in person with external partners to brainstorm new ideas?	Not sure when this last happened	Perhaps once a year	Every three to six months
30. What is your website Domain Authority?	0-20 or we're not tracking this	21-40	40 or above
31. How do you measure Net Promoter Score?	We do not	Informally/on request	Process in place

Tally up your score

## How healthy is your marketing?

We hope this quarterly checklist helps you to benchmark your marketing performance to quickly identify weaknesses.

Tally up your total score

Mostly green

Looks like you've got your Comms and PR under control but if anything changes, get in touch

Mostly yellow

Looks like you need some support - we're here to help fill those PR and marketing gaps

Mostly red

Don't worry, we can help!

We have additional resources to develop your strategic plan to outperform your competitors. Explore our [case studies](#) to see how we've driven measurable results for companies like yours.

Our latest blogs contains suggestions for your next steps.

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