



The Simplify Marketing Clarity Assessment

Identify the gaps between your audience, message, marketing activities, and business goals.

Instructions: Mark Yes (2 pts), Somewhat (1 pt), or No (0 pts) for each statement. This is not a test - the goal is clarity.

1. Business Goals & the Real Problem

Y S N

I can clearly identify the business result I need marketing to produce. ☐ ☐ ☐

I know whether my main challenge is awareness, trust, lead generation, conversion, retention, or something else. ☐ ☐ ☐

I have one or two measurable marketing goals for the next 90 days. ☐ ☐ ☐

I know which product or service should receive the most marketing attention. ☐ ☐ ☐

I understand how achieving these goals would affect the business. ☐ ☐ ☐

2. Audience Understanding

Y S N

I can clearly describe the customer I most want to attract. ☐ ☐ ☐

I understand what causes that customer to begin looking for help. ☐ ☐ ☐

I know what that customer values most when choosing a business like mine. ☐ ☐ ☐

I understand the questions, concerns, or objections they may have before buying. ☐ ☐ ☐

My marketing uses language that reflects what my customers actually care about. ☐ ☐ ☐

3. Offer, Message & Differentiation

Y S N

My marketing clearly explains the customer problem I solve. ☐ ☐ ☐

I communicate the outcome or value customers receive, not only a list of features. ☐ ☐ ☐

I can clearly explain why someone should choose my business instead of another option. ☐ ☐ ☐

I have a clear primary offer instead of promoting everything equally. ☐ ☐ ☐

My call to action matches what I want the customer to do next. ☐ ☐ ☐

4. Visibility & Channel Selection

Y S N

I know where my ideal customers search for information, help, or recommendations. ☐ ☐ ☐

I choose marketing channels based on customer behavior, not only trends. ☐ ☐ ☐

I understand the role each channel plays in attracting or converting customers. ☐ ☐ ☐

I know which channels have produced real inquiries or sales. ☐ ☐ ☐

I can consistently maintain the channels I have selected. ☐ ☐ ☐

5. Customer Journey & Follow-Up

Y S N

Potential customers can quickly understand what I offer.	☐	☐	☐
My website and marketing materials clearly guide people toward a next step.	☐	☐	☐
My contact, booking, or inquiry process is easy to use.	☐	☐	☐
I have a way to stay connected with interested people who are not ready to buy.	☐	☐	☐
I respond and follow up consistently after someone shows interest.	☐	☐	☐

6. Content, Tools & Measurement

Y S N

My content is based on real customer questions, needs, and concerns.	☐	☐	☐
Each piece of content has a clear purpose.	☐	☐	☐
I use AI and marketing tools to support a defined strategy, not replace one.	☐	☐	☐
I track inquiries, lead sources, conversions, and sales, not only likes or traffic.	☐	☐	☐
I regularly decide what to continue, improve, pause, or stop.	☐	☐	☐



The Simplify Marketing Clarity Assessment

Scoring & Next Steps

Your Score

Add your points from all six sections. Maximum score: 60.

48 – 60

Strong foundation. Focus on the lowest-scoring category.

34 – 47

Good progress, but important gaps may be limiting results.

20 – 33

Marketing may feel disconnected. Start with audience, message, and goals.

0 – 19

Do not add more tactics yet. Build clarity around the real problem, audience, and offer first.

My total score:

/ 60

Category Scores

8-10: Strong | **5-7:** Needs Attention | **0-4:** Priority Gap

1. Business Goals & the Real Problem

/ 10

2. Audience Understanding

/ 10

3. Offer, Message & Differentiation

/ 10

4. Visibility & Channel Selection

/ 10

5. Customer Journey & Follow-Up

/ 10

6. Content, Tools & Measurement

/ 10

Choose Your Next 90-Day Priorities

Priority 1:

Priority 2:

Priority 3:

A Few Questions to Guide Your Decision

☐ Which category scored lowest, and how could it be affecting revenue or customer trust?

☐ Which improvement can realistically be completed in the next 30 days?

☐ What should you stop doing so you can focus on the priority?

☐ How will you know the change is working?

Need a second set of eyes?

Simplify Branding & Marketing helps small-business owners identify what is holding their marketing back and build a practical plan around their goals, audience, and budget.

simplifybrandingmarketing.digital | Based in New Jersey, available remotely.