

Inbound Marketing ScoreCard

Answer the following questions for your brand.
Tally the total score of the dots you filled in the end.

We identified our customer personas

Knowing your customer personas thoroughly helps you create marketing content that is more relevant and engaging for your customers. Well defined customer personas is a key to success.

We have specific content for each customer persona

Creating content that is truly relevant to your customer persona's needs will help you stay above your competition.

We have a variety of different content types

It's good to have diverse types of content such as blog posts, eBooks, and videos to keep your customers engaged.

Our blog posts are optimized for SEO

Focusing on keywords throughout each blog post will not only help boost the exposure of your individual blog posts, but help raise the ranking of your website in search engines.

We have content for every stage on the buyer's journey

Having separate content for each stage of the buyer's journey (awareness, consideration, decision) will help you guide more leads to becoming customers.

TOTAL SCORE

Inbound Marketing ScoreCard Results



1-8 PTS

Your brand could use Inbound Marketing to dramatically improve lead generation.

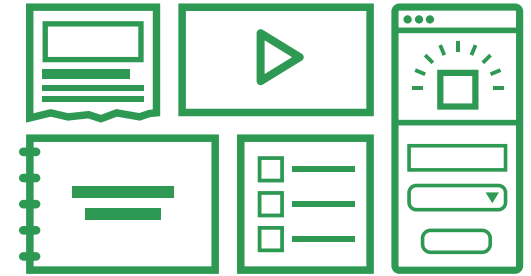
Get help from an Inbound Marketing pro and optimize your marketing content to generate more leads.



9-14 PTS

Your brand has the opportunity to create strategic content and generate more leads.

You're almost there! Get the other tools available from us to achieve the top score and attract more customers.



15 PTS

Congratulations! Your brand is optimized to generate a lot of leads. Keep generating content!

Get the *Inbound Marketing TipSheet* next to further improve your marketing content and get more leads.

Want to score even higher?

Get a free assessment

