

Monthly Marketing Scorecard

Good marketing is not about posting more. It is about creating a consistent system for visibility, customer insight, proof, and meaningful follow-through. Use this scorecard at the end of every month to measure what you actually executed - not what you intended to do.

BUSINESS _____	MONTH _____	SCORE ____ / 20
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CONTENT + MESSAGE

- ☐ Publish **8 strategic pieces of content** tied to a business goal, offer, customer question, or brand position.
- ☐ Create **2 perspective-based posts** that clearly communicate what you believe, notice, or do differently.
- ☐ Make at least **1 direct offer** where you clearly tell people what you sell and how to take the next step.
- ☐ Address **1 real customer objection** you heard this month.
- ☐ Share **proof** - a result, testimonial, case study, transformation, review, or real example of your work.

CONTENT ASSETS

- ☐ Capture new photo/video content for the month ahead.
- ☐ Save all usable content into a **dedicated, organized album or folder** so you can actually find and reuse it.
- ☐ Identify **3 pieces of existing content worth repurposing** instead of constantly creating from scratch.

CUSTOMER INTELLIGENCE

- ☐ Ask at least **1 customer why they chose you**.
- ☐ Write down **3 questions customers asked you** this month - these become future content.
- ☐ Document **1 thing a customer misunderstood** about your product, service, pricing, or industry.

Finish the month with evidence, not assumptions.

This page focuses on the health of your marketing, the relationships you are building, and the decisions you need to make before the next month begins.

MARKETING HEALTH

- ☐ Review your analytics - but identify **what actually changed**, not just how many views you got.
- ☐ Identify your **best-performing message or topic** and decide how you can say it again differently.
- ☐ Identify **1 thing you are going to stop doing** because it is not producing a meaningful result.
- ☐ Update at least **1 marketing asset** - website copy, Google profile, email signature, bio, sales material, photography, offer page, etc.

VISIBILITY + RELATIONSHIPS

- ☐ Participate in **2 in-person opportunities** - networking event, community event, chamber meeting, speaking opportunity, client event, collaboration, etc.
- ☐ Make **2 intentional business connections** and follow up afterward.
- ☐ Look for **1 collaboration, PR, podcast, speaking, sponsorship, or community opportunity** that could put your business in front of a new audience.

END-OF-MONTH CHECK

What did people respond to?

What kept coming up in conversations?

What did you learn about your customer?

What do people still need to understand about your business?

What is the one message your business needs to repeat next month?

The goal is not a perfect score. The goal is to make lack of execution visible - and make your next marketing decision based on what you learned.