

Marketing Systems Effectiveness: Self-Assessment

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№	MARKETING SYSTEM STRENGTH: 1=LOW; 1=HIGH	1-10
1	We have a clearly defined marketing plan.	
2	We use contemporary marketing activities.	
3	We have clearly defined our target market and understand their buying behaviors.	
4	We have an effective process to attract new patients.	
5	We understand our competitive advantage and promote our unique selling proposition.	
6	We have a strong brand with a clear brand promise.	
7	We clearly defined marketing tactics across digital, social media, and analog marketing channels.	
8	We have a system to ensure regular promotion happens.	
9	We have a method to measure marketing effectiveness.	
10	We have a regularly monitored set of revenue targets.	

90-100 = Effective Systems

80-90: Good but not great

Below 80: Needs Attention