

Strategic Marketing **SCORECARD**

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How Marketing Fit is Your Business?



MARKETING IS LIKE FITNESS

The more you do the right activities, the more regularly you do them and the longer you keep them up, the fitter you become. And if you're making the changes you want, then you're more likely to keep going. Or need help to keep going!

And, like fitness, it's not achieved with a magic wand or a wing and a prayer.

That's why *Watertight Marketing's* Four Flow Foundations are so important. They help you understand your current level of fitness and your plan of action.

This short guide introduces you to each Flow Foundation and describes:

- Why many business owners sacrifice profit to short term thinking (and how to stop it for good)
- The common symptoms that let you know you're operating with shaky foundations (and ideas for how to turn things around)
- The four Flow Foundations you need in place for your marketing efforts to finally pay off!

Is your marketing on firm foundations? Having read through this short guide, how would you score it?

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The Right Work

Imagine eating a diet of sweets, crisps and microwave meals. It might give you an instant feel good, but it's not what your body for long-term health. For that, you need good nutrition.

It's the same in your business. Have you or colleagues ever had a client for whom your heart sinks when they call you up? Or find you can't do your best work because of how you feel about them? These are sure signs you're working with the wrong clients and doing the wrong work.

To be motivated and energised, you need the right work and clients, who you'll enjoy working with, will stretch your skills and knowledge and are in tune with your approach and the impact you want to have.

3 common symptoms of having the wrong work

	Symptoms	One solution
1	You feel exhausted after doing the work – not because you've worked hard to do a good job for interesting clients, but because delivering the service saps your energy, they never seem to be satisfied or query the value of what you provide.	Spend time thinking about who your focus clients are, your ideal buyers. What are their frustrations and problems? What characteristics could you look for that would help you identify the right ones for your business. What questions would you ask to find out if they're on the same wavelength.?
2	You couldn't tell me how profitable any of the services or products you provide are, or which are most or least profitable.	Define what's involved to deliver your product or service – the cost of sales, your time, any extras included for free. Then off-set that against what you sell it for. You can then calculate the profit, both money and percentage.
3	You don't feel able to turn work away – perhaps you need some quick sales to meet targets or give you some quick cashflow.	Look at your existing clients or customers first to see what scope there is for any quick wins. There might be work on the verge of being agreed or products/services you can let them know about that would be something really useful for them and good timing.



Balanced Marketing Routine

Again, like physical fitness, you need a balanced routine for all-round marketing fitness. You won't achieve it if you focus on one exercise. Only doing cardio won't build your strength. Only working with weights won't build your stamina. This is also true of your marketing plan.

To support your client's buying decision you'll need a range of marketing tools, activities and materials. Different things will work best at different stages of that journey. What engages people at the beginning, to attract interest, is not going to be the best tool when you're discussing a live opportunity with them.

The marketing tools you use to build your relationships with existing clients are not the same as those you use to prove you're great at what you do.

3 common symptoms of an unbalanced marketing plan

Symptoms	One solution
1 You're unsure of the steps your client takes to make a decision to buy from you.	Map out the customer journey and the job marketing needs to do at each stage. Find out what your prospects are thinking, doing, feeling, saying at each stage.
2 You have a variety of marketing materials and undertake various activities but you couldn't say if or how they directly encourage your prospects to take the next step towards buying from you.	With a bit of research and thinking, combined with gleaning knowledge from your colleagues, identify which tools, activities and materials are most likely to engage with your ideal buyers and customer at each of the different stages.
3 You're frustrated you're not converting more ideal buyers to warm prospects, and more warm prospects to paying customers.	The first solution here is to establish your conversion numbers as a benchmark and decide how much you want to improve it and at which point. Then look at what marketing you have in place that supports which stage, where the gaps are and in which order to plug the gaps. Always look first at how you plug any leaks in managing relationships with existing customers.



Baseline Marketing Rhythm

This is your regular exercise regime – doing the plan. We've all started at a gym, full of good intentions, only to find after three months we're not sticking to our plan. It's hard to change your marketing habits.

And there are numerous things that can undermine those intentions. Requests from colleagues for something urgent. A big project that needs progressing. The busy-ness of the day to day. Not getting early results and turning to another tactic. The next shiny new thing. Procrastination!

3 common symptoms of irregular marketing exercise

	Symptoms	One solution
1	Prospects or customers are not seeing you and what you offer (valuable content, products or services) because you're not appearing on their radar at the right time or sufficiently often.	Set up a marketing activity calendar that engages with existing customers, warm prospects and your ideal buyers so that they regularly hear from or about you.
2	Larger projects, ad-hoc requests or decrease in resources easily knock a plan off-course and reduce your ability to deliver on the marketing activities or campaigns you've planned.	Look at your marketing plan and resources and find out why it's not happening. Could you resource in a different way (delegating, using other people around the business, outsourcing), re-prioritise tasks, put in place a yes/no/not yet system for ad-hoc requests.
3	Income has decreased and you're tempted to cut your marketing spend or resource.	Decide what marketing is the bare minimum you need to remain visible in your marketplace and keep your existing customers happy. See whether you can take some money out of your budget without undermining the outcome.



Maintaining Marketing Momentum

Marketing is for life, not just for Christmas! If you push yourself too much too soon, get disheartened and wonder what all this hard work is for, it's easy to give up. The way to avoid this and maintain momentum is to keep your vision and goals in mind and regularly remind yourself of what they are. They need to motivate you for you to enjoy the journey.

That's not to say your aims shouldn't be a stretch. They should. But you'll need to build up to them and know what the milestones are along the way.

A few years ago, I decided to do a 50 mile bike ride from Bristol, up the Cheddar Gorge and back again. Since I could barely ride 5 miles easily at the time, I knew I'd need to do some training. So twice a month I did a ride, starting with 5 miles and working up to 40 miles. And – here's the point – I did those rides with a group of people. It was part accountability and part encouragement. I now regularly do 15 mile rides with relative ease – and 5 miles seems too short!

3 common symptoms of irregular marketing exercise

	Symptoms	One solution
1	Feeling demotivated and a lack of energy, finding it easy to give up or procrastinate.	Revisit the business's purpose and vision. Does it still talk to what people want to do and achieve? If it needs changing, talk your team and fellow leaders and include them in your thinking.
2	Doing work or having customers that are not helping you move towards your vision, despite all the work you've done on clarifying who you want to work with and what work really motivates you.	Go back to your ideal customer and re-examine their profile and characteristics to check if anything needs changing. Decide what it means in practice for clients you're working with. Which do you continue with and which will you (over time) say goodbye to?
3	Feel you don't have the time to review your marketing plans or how it's supporting your 90-day, one year and three year business plans.	Put in place a monthly marketing meeting, quarterly reviews and annual planning sessions with your team. This will keep plans in sight and means you can keep flexing them as necessary.



Take the test

Your next step to find out more – and what you can do to build your marketing up – is to take the *Watertight Marketing* Flow Foundations test. It will help you discover if your marketing is on firm foundations.

[Get your personal report in under 15 minutes...](#)

Answer 40 Questions

Rate yourself quickly and intuitively against the assessment questions.

Receive Your Report

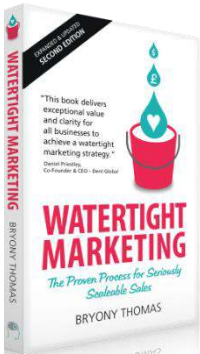
A personal report will be emailed to you scoring you on each of the Flow Foundations.

Take the Next Steps

Complete the companion video course, or talk it over with us.

[If you've downloaded or asked for this report, we will send you an invitation to complete the test.](#)





About Watertight Marketing

Watertight Marketing is a powerful and practical methodology for putting a marketing operation into a growing business that supports long-term sales results. Developed over twelve years, and tested in over 200 companies, this unique approach was created by Bryony Thomas and captured in her award-winning book of the same name.

Using the proven step-by-step structure, the book is supported by a comprehensive online toolkit and a growing peer community. For hands-on mentoring and guidance, you can work with one of the elite network of Watertight Marketing Certified Practitioners. These experienced and proven consultants are the only people licensed and trained by the creator to employ this powerful intellectual property with their clients.

watertightmarketing.com



About Rachael Wheatley

I'm a marketing architect helping businesses to move from a marketing house of horrors to a strategy and plan that works – a marketing house that is fit for purpose, that you'll love to live in and that will stand the test of time.

I bring vision, shape and life to scattergun marketing plans.

Combining over 30 years' experience in marketing and business development with being a Watertight Marketing Master Practitioner I equip and enable marketers and firms to think differently and realise growth.

