

Digital Marketing Plan Scorecard



**DIGITAL MARKETING
SUCCESS PLAN™**

Introduction

Use this scorecard to assess your current digital marketing efforts based on the **START Planning Process**. This self-assessment will help you identify strengths, gaps, and areas for improvement in your **Digital Marketing Success Plan™**.

Scoring Instructions

Rate each item within a section on a scale from 1 to 5:

- + 1 = Not started / Needs significant improvement
- + 2 = Some progress, but inconsistent
- + 3 = Average performance, needs refinement
- + 4 = Strong, but room for optimization
- + 5 = Fully optimized and consistently effective

Each section contains four items, meaning the maximum possible score for each section is **20 points**. The total maximum score for all five sections is **100 points**.



Step 1: Strategy

Key Question:
Have you clearly
defined your
business goals
and how digital
marketing aligns
with them?

**Total Score for
Strategy: __ / 20**

1. Business objectives are well-documented and aligned with digital marketing goals
(Score: __ / 5)
2. Target audience is clearly defined, including demographics and behaviors
(Score: __ / 5)
3. Competitive analysis is up-to-date and informs strategy
(Score: __ / 5)
4. Key marketing channels and success metrics are established
(Score: __ / 5)

Step 2: Tactics

Key Question:
Are you
leveraging the
right marketing
tactics
effectively?

**Total Score for
Tactics:
__ / 20**

1. SEO strategy is documented and implemented
(Score: __ / 5)
2. Paid search campaigns are optimized and aligned with goals
(Score: __ / 5)
3. Social media efforts (organic & paid) are structured and consistent
(Score: __ / 5)
4. Email marketing strategy is in place and driving engagement
(Score: __ / 5)

Step 3: Application

Key Question: Do you have the necessary assets and resources to execute your plan?

**Total Score for
Application:
__ / 20**

1. Website is optimized for conversions and user experience
(Score: __ / 5)
2. Landing pages and content assets are aligned with marketing goals
(Score: __ / 5)
3. Marketing tools and technology are effectively integrated
(Score: __ / 5)
4. Content is scheduled, consistently created, and effective for all tactics and channels.
(Score: __ / 5)

Step 4: Review

Key Question:
Are you tracking
performance and
making data-
driven
adjustments?

Total Score for
Review:
__/20

1. Key performance indicators (KPIs) are defined, connected to business outcomes, and measured consistently
(Score: __ / 5)
2. Performance tracking tools (Google Analytics, CRM, etc.) are in place
(Score: __ / 5)
3. Regular check-ins and reporting cycles are established
(Score: __ / 5)
4. Data insights are used to refine and optimize campaigns
(Score: __ / 5)

Step 5: Transformation

Key Question: Is
your marketing
strategy agile and
built for long-
term success?

**Total Score for
Transformation:
__/20**

1. Tactical timelines are defined and implemented effectively
(Score: __ / 5)
2. Resources (team, tools, budget) are allocated strategically
(Score: __ / 5)
3. Continuous optimization processes are in place
(Score: __ / 5)
4. Plan is reviewed and adapted regularly based on performance data
(Score: __ / 5)

Final Score

Adding it all up:

Strategy Score: __ / 5

Tactics Score: __ / 5

Application Score: __ / 5

Review Score: __ / 5

Transformation Score: __ / 5

Total Score: __/100



Interpretation:

80-100: Your digital marketing plan is well-optimized, with minor areas for improvement.

60-79: You have a solid foundation but need refinement in key areas.

40-59: Your plan is in progress but requires significant enhancements.

Below 40: You need to develop a structured **Digital Marketing Success Plan™**.

Use this scorecard to assess your current digital marketing efforts based on the **START Planning Process**. This self-assessment will help you identify strengths, gaps, and areas for improvement in your **Digital Marketing Success Plan™**.

Finding Success

By completing this Scorecard, you now have some insight into where things stand as you start building your full **Digital Marketing Success Plan™**.

 Need more guidance?

Access the full framework and additional resources at TheDMSP.com.



Want hands-on help implementing your plan?

VOLTAGE offers expert execution of the START Planning Process. [Learn more.](#)