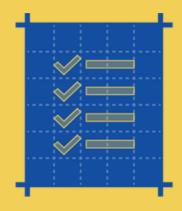
Digital Marketing Plan Scorecard



DIGITAL MARKETING SUCCESS PLAN[™]

Introduction

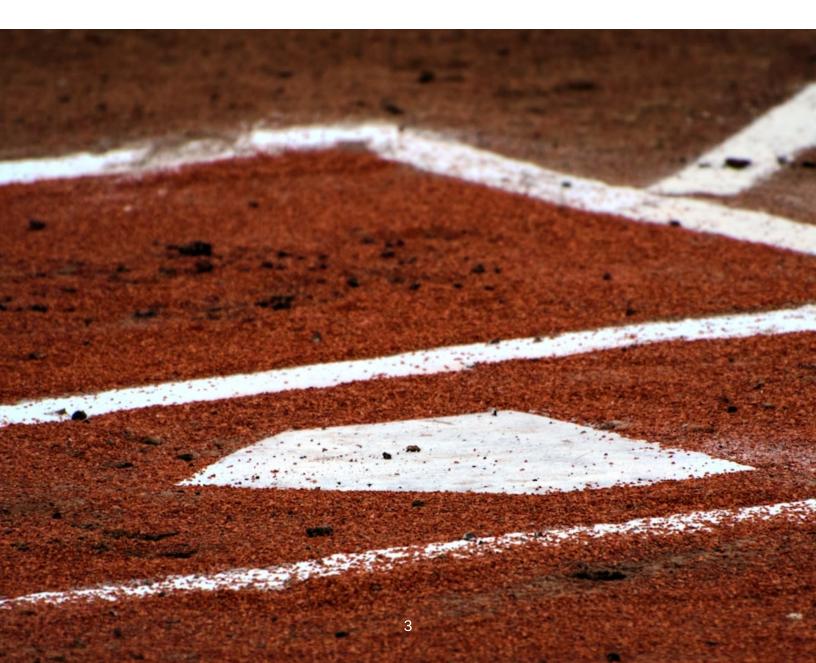
Use this scorecard to assess your current digital marketing efforts based on the **START Planning Process**. This self-assessment will help you identify strengths, gaps, and areas for improvement in your **Digital Marketing Success Plan**™.

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

- Business objectives are welldocumented and aligned with digital marketing goals (Score: __ / 5)
- Target audience is clearly defined, including demographics and behaviors (Score: __ / 5)
- Competitive analysis is up-to-date and informs strategy (Score: __ / 5)
- 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

- SEO strategy is documented and implemented (Score: __ / 5)
- Paid search campaigns are optimized and aligned with goals (Score: __ / 5)
- Social media efforts (organic & paid) are structured and consistent (Score: __ / 5)
- 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

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

Step 4: Review

Key Question:
Are you tracking performance and making datadriven adjustments?

Total Score for Review: __/20

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

Step 5: Transformation

Key Question: Is your marketing strategy agile and built for longterm success?

Total Score for Transformation: __/20

- Tactical timelines are defined and implemented effectively (Score: __ / 5)
- Resources (team, tools, budget) are allocated strategically (Score: /5)
- Continuous optimization processes are in place (Score: __ / 5)
- 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.