MARKETING SCORECARD | 

SUBMISSION

|  |
| --- |
| Company Name: |
| Industry: |
| Your Name & Title: |
| Your Email: |
| Your Phone Number: |
| Project/Piece Name: |
| Medium (digital, print, broadcast): |
| Date Submitted: |
| Meeting Scheduled: |

Providing this information will help me understand the strategy behind your marketing effort and allow me to more accurately evaluate your marketing effort. Answer the questions to the best of your ability. Don’t worry if you don’t have answers for every question. You can simply type your answers in the boxes. Thank you!

**Company Description**

*Basic description of the company in a short paragraph*

**Business Goal/Objective**

*What broader company goal does this piece address? What do you want to acquire, expand or retain, for example?*

*What do you want to acquire, expand or retain, for example?*

**Marketing/Communication Goal/Objective**

*What should the target audience think, feel or do as a result of this message? What indicates success?*

**Target Audience**

*Who are we talking to? What jobs or positions? What do they know and how do they feel about the subject matter?*

**Brand Position**

*What does the target audience currently think of your company or brand, esp. regarding the product?*

**Brand Promise**

*What can you offer the target audience? Why should they do business with you?*

**Key Message**

*What is the most important piece of information you want them to know?*

**Results/Outcome**

*What was the result of your effort? Did you meet your business goals and marketing/communication goals?*

**Comments:**

*What else would you like to tell me about this marketing effort? You can tell me more about the project background (how it came about), execution (how your implemented it) or challenges you faced.*



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