INBOUND MARKETING ASSESSMENT

Are You Inbound-Ready?

	Yes	Not Sure	No
	3	2	1

1. You have a mobile-friendly website.	
2. You have an internal or external web developer or SEO specialist.	
3. You set up social media accounts: LinkedIn, Facebook, Twitter, etc.	
4. If so, you manage them regularly—including interaction with followers.	
5. You have a marketing department.	
6. You have an employee who handles marketing initiatives.	
7. You use a marketing or ad agency to manage your marketing.	
8. You outsource any or all marketing functions.	
9. You have a reliable process for sales to follow up on marketing leads.	
10. You know who your audience is and have segmented the targeted personas.	
11. You have a sales story to engage new prospects.	
12. You have one or more sales people to engage prospects.	
13. You have "special" content offers: white papers, case studies, infographics, etc. available for prospects and customers to access/download.	
14. You have a resources page on your website, so visitors have easy access to your expertise.	
15. You have a blog.	
16. You have a marketing automation software platform.	
17. You have a CRM.	
18. You have a process to track your leads through the CRM.	
19. You have a corporate video.	
20. You have shorter instructional/informational videos available to post.	

TOTAL= _____

ASSESSING YOUR INBOUND READINESS

48 - 60 = A: Congratulations, you're in good shape to implement successful inbound strategies.
30 - 46 = B: You're headed in the right direction, but need to put more structure and resources in place.
22 - 28 = C: You are behind the curve and may be losing ground with prospects, customers, and competitors.
Less than 22 : You need to catch-up, and may find yourself out of the game soon if you don't make changes now.