



Is Your Marketing Aligned? Find Out in 60 Seconds.

Answer **YES** or **NO** to each of these 7 quick questions:

1. Are your business objectives directly supported by your marketing goals.
2. **Do my sales and marketing teams share the same definition of a qualified lead?**
3. **Have you clearly defined who is your ideal customer and what pain points you are solving through your marketing?**
4. **Is the brand messaging consistent across all channels - website, social, email, ads, etc. as well as non-digital channels?**
5. **Are you regularly measuring and reporting on key marketing KPIs?**
6. **Does every campaign have a clear CTA as well as a measurable goal?**
7. **Are your content, campaigns, and offers mapped to the correct stage of the customer journey?**

Scoring:

- **6–7 YES:** 🔥 You're in sync! Your marketing is strategically aligned across channels.
- **4–5 YES:** ⚙️ You're on the right track. Good work done, but opportunities for further alignment.
- **0–3 YES:** 🚨 Time to regroup. A simple tool such as a cross-channel messaging planner may be beneficial to help you get on track. ([Link to Cross Channel Messaging Planner](#))