

Does Your Marketing Need a Fresh Pair of Eyes?

A practical, honest review for business owners and marketing teams. Type your thoughts into the answer boxes, save a copy and revisit the questions with your team.

01 Do you know what you are really trying to achieve?

Can you explain what success looks like and how your marketing supports wider business goals?

ASK YOURSELF: Are we measuring what matters, or simply what is easy to measure?

02 When did you last challenge your marketing strategy?

Does your plan reflect the business you are today, or is it still based on old assumptions?

ASK YOURSELF: If we started again tomorrow, would we make the same decisions?

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10-QUESTION MARKETING SENSE-CHECK | REFLECTION WORKBOOK

03 Are you doing things because they work - or because you always have?

Which campaigns, activities or channels continue largely out of habit?

ASK YOURSELF: What would happen if we stopped doing one of them?

04 Does your team have space to think creatively?

With so much to deliver, is there time to explore opportunities and ideas?

ASK YOURSELF: When did we last brainstorm without a long to-do list taking over?

05 Are you really listening to your customers?

Do you know what your audiences need, value and want to hear?

ASK YOURSELF: When did we last ask our customers what they think?

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06 Is your marketing making a measurable difference?

Can you connect activity to enquiries, sales, relationships, retention or other outcomes?

ASK YOURSELF: Are we busy, or are we effective?

07 Is everyone pulling in the same direction?

Do leadership, sales and marketing share an understanding of the priorities?

ASK YOURSELF: Do we agree what matters most?

08 Does your marketing team feel supported and empowered?

Do your people have confidence, development opportunities and someone to bounce ideas off?

ASK YOURSELF: Who can the team ask for an honest second opinion?

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09 Are you making room for fresh thinking?

Do you welcome new perspectives instead of chasing trends or repeating routines?

ASK YOURSELF: When did someone last make us say, "We had not thought of that"?

10 If you could change ONE thing tomorrow, what would it be?

What single change could make the biggest positive difference?

ASK YOURSELF: What is stopping us from making that change?

Your next step

Which answers surprised you? Pick your top priority, and speak to Dawn about a fresh perspective.