

This is your Marketing Scorecard!



Before you decide your marketing goals and budget, take this health check to assess where your brand and marketing stand right now!

All you need is 10 minutes and a pen! If your answer to any of our questions is “yes” give yourself the points mentioned. Add your score!

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BUMBLEBEE
BRANDING COMPANY

Your brand needs to be consistently active to keep engaging with its customers. Customers must feel needed, wanted and engaged. You're an established brand with an innovative idea, so you've probably already engaged marketing professionals. With consistent marketing, you are on your way to becoming a million-dollar business.



Deliverable

SEO	Score
<input type="checkbox"/> Do you have 20 optimized keywords on your website?	4
<input type="checkbox"/> Have you audited your SEO in the last 6 months?	4
<input type="checkbox"/> Do you have a strategy for SEO backlinks?	4
<input type="checkbox"/> Do you use Heatmaps on your website to track user activity?	4
<input type="checkbox"/> Do you review website snapshots to see how your users interacted with the site?	3
<input type="checkbox"/> Do you have a tool that can do these reviews for you?	4
<input type="checkbox"/> Is your website integrated with Google analytics?	3
<input type="checkbox"/> Do you do at least 50 monthly backlinks?	4
<input type="checkbox"/> Has any of your optimized keywords ranked on the first three pages of Google?	4
<input type="checkbox"/> Do you have a GT Metrics score of B and above?	3
<input type="checkbox"/> Is your SEO score B and above?	3

A

Email Marketing and Mobile Marketing

Score

- Do you send an emailer to your clients/prospects/subscribers at least once a week? 5
- Do you do an email campaign at least once in three months? 5
- Do you track the results of your email campaigns? 5
- Do you have a quarterly email marketing strategy? 5
- Do you broadcast on WhatsApp and Telegram at least once a week? 5
- Are you a member of at least two-three Telegram open channels related to your industry/product/service? 5

B

Content Marketing

Score

- Do you write at least four blogs a month? 4
- Do you have a monthly newsletter to share with your followers? 4
- Do you circulate at least 2 case studies to your industry peers and contacts? 4
- Do you have a master content repository? 4
- Do you upload and display at least 4 videos a month on your website/channels? 4
- Do you write content for at least 4 marketing collaterals in a month? 4
- Do you write at least one white paper per quarter? 4
- Do you write at least 1 press release per quarter? 2

C

A + B + C =

Ring ring ring! It's time to see where your marketing stands!

80>

Congratulations! Your marketing efforts are highly effective and paying off - just a few tweaks and additions with us will take it up a notch!

60-80

Great start on this journey! We now know what needs to be fixed so worry not, it won't be too long!

40-60

A success on some, a few things to complete! But overall a great idea for your marketing.

<40

Ouch! That must hurt! But the hurt is just temporary, because we have consistent marketing to do! Let's get started!

Send us back your scorecard, we will do an item-wise audit into your brand's marketing and recommend your next steps forward!

Some services Bumblebee can provide to add to your marketing:



SEO



Email Marketing



Mobile Marketing



Reputation Management



Social Media Marketing



Content Marketing

We build million-dollar brands

www.thebumblebee.in _____

