

Marketing Scorecard

INSTRUCTIONS

The goal of the *Marketing Scorecard* is to identify the marketing investments that will produce the most profitable sales for your business.

The first step is to list all of the current and potential marketing programs you are considering to grow revenues this year. Remember to be efficient - don't forget low-cost or no cost marketing tactics like customer satisfaction surveys, referral programs or search engine optimization. And think outside the box – consider ways you can raise price, sell more to your most profitable customers and market segments.

The second step is to score and rank each program based on how easy it will be to execute, its potential to generate new revenues, and how much it will cost using the scoring system below. Pick the five best.

Ease	Potential	Potential	Cost (time & money)
4 Target has bought product before	3 > 10% of your revenue goal		-3 < 1% of revenues
3 Target is a direct referral	2 >5% of your revenue goal		-2 > 1% of revenues
2 Target has made an inquiry in past	1 >1% of your revenue goal		-1 > 2% of revenues
1 Target has demonstrated general interest			

Actions to raise price and grow margins	Ease	+	Potential	+ Cost	= Score
Ways to sell more to existing customers	Ease	+	Potential	+ Cost	= Score
Programs to generate new leads	Ease	+	Potential	+ Cost	= Score
Targeting the most profitable markets	Ease	+	Potential	+ Cost	= Score