

Check Your Marketing “Vital” Signs

You Know You Are A Marketing Driven Organization When...

- You do not use terms like “general public” when referring to your target audience
- All marketing activities are coordinated and integrated into an overall plan
- You focus on results and NOT process and politics
- Your organization takes “risks”, although ensuring they are “reasoned risks“
- You do not repeat the same programs, services and marketing activities every year
- Your organization is focused on “outcomes” not “outputs”
- Marketing campaigns consistently meet their goals and objectives.
- You take action when results are not achieved.
- You have a clear understanding of the needs of your target group(s)
- You have a dedicated marketing budget
- Your organization’s brand has value
- Evidence-based decision making is in your organization’s vocabulary.
- Strategic Alliances/partnerships are a key component of your marketing activities
- Your marketing objectives are SMART (Specific Measurable, Attainable, Realistic and Time Limited)
- Your organization does not use the web as a warehouse to store information
- You budget for training in areas like marketing and communications
- Performance measurement is something that your organization does regularly
- You are up to date with the latest trends, technologies in the area of marketing and communications
- Branding is more than a visual identifier
- You are open to change
- You know your “competition”
- You use all the elements of the marketing mix (4 p’s) and not just Promotion
- Your organization believes that the ultimate objective for marketing is not education and creating awareness but behaviour change

If You Scored:	
20 – 25	You have the tools, processes and culture in place to be successful and sustainable
15 – 19	You are on the right path, but need to examine those areas where you are weak
10 – 14	You are most likely struggling and need to take a serious look at priorities and processes
6 – 9	You are on the borderline of existence as an organization
0 – 5	You need to start over