

The Marketing Compass

Chart your path.

The Marketing Compass is a tool to understand your unique marketing strengths and opportunities. It applies core, central marketing tenets and tactics to a model that makes it easy to understand and navigate your course.

Easy to use.

- 1) Answer a few questions.
- 2) Add up your scores.
- 3) Plot your compass.

Your compass will show you where you're strong, and where to improve.



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The Marketing Compass helps you evaluate the strengths of your marketing mix across a variety of factors. Select what feels right for each, and you'll start to chart your course. Your answers will provide insights and help guide a unique direction to your marketing strategy that's specific to you.



Strongly Disagree

Strongly Agree

1 2 3 4 5

Goals

Specific results you want to achieve.

- **Objective** - You have specific, measurable outcomes you want to achieve. 1 2 3 4 5
- **Benchmarks** - Success is measured against defined performance estimates. 1 2 3 4 5
- **Actions** - A clear, compelling message drives people to take specific action. 1 2 3 4 5

Total:

Tactics

Defined outlets and actions you execute.

- **Channels** - You execute on a strategic mix of media & communication outlets. 1 2 3 4 5
- **Promotion** - A defined media budget is carefully and strategically deployed. 1 2 3 4 5
- **Management** - A sustainable marketing execution plan is in operation now. 1 2 3 4 5

Total:

Audience

Specific people and groups you're reaching.

- **Maturity** - You have a large, established and passionate community of fans. 1 2 3 4 5
- **Engagement** - You know the platforms your fans use, and meet them there. 1 2 3 4 5
- **Visibility** - You know, measure and expand reach, and how people find you. 1 2 3 4 5

Total:

Inspiration

Conceptual, creative foundation and context.

- **Creative** - You have a compelling, consistent creative style and direction. 1 2 3 4 5
- **Landscape** - You're unique and relevant among competitive brands. 1 2 3 4 5
- **Trends** - You sample from current, industry-specific themes and executions. 1 2 3 4 5

Total:

Performance

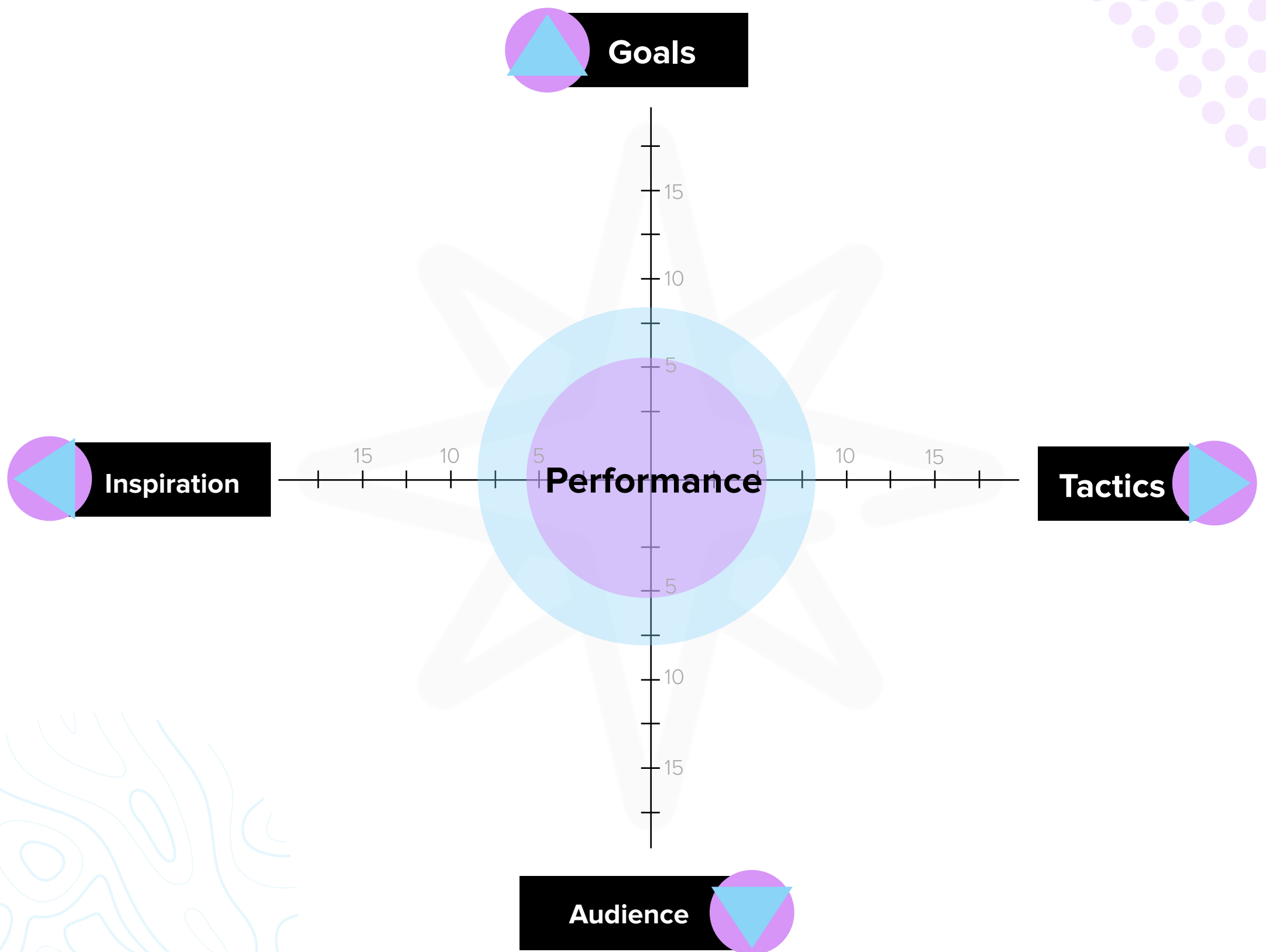
Measurable outcomes and intangible benefits.

- **KPIs** - Specific metrics are defined, measured and compared to benchmarks. 1 2 3 4 5
- **Results** - Marketing campaigns achieve or exceed the outcomes projected. 1 2 3 4 5
- **Impact** - Campaigns influence extended marketing benefits and outcomes. 1 2 3 4 5

Total:



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Ok, great. So what's next?

Your Marketing Compass is unique to you and can shift over time. It shows areas of strength and opportunity to guide your marketing planning and direction. Use your results to spark new thinking and inspiration.

- **Ask someone else** to try the Marketing Compass. How do their answers compare?
- **What are your strengths?** How can you continue to cultivate and leverage them?
- **Where are opportunities?** What can you do to build in areas that need more focus?

► **Want to go further** with your Marketing Compass? Continue to chart your path, and reach out to schedule a free discovery call: eric@summitx.co

