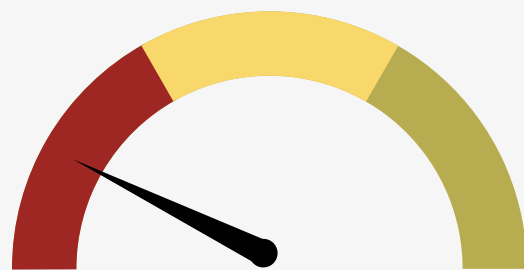


Misalignment Is Hurting Growth.



Health Score:

BELOW 65%

Your marketing is likely disconnected from your core brand—and it's showing in underperforming campaigns and wasted spend. Your message may be unclear, your targeting too broad, or your channels working in isolation. The good news? This is fixable—and you're in the right place to start.

Here's what your score reveals.



Campaign Clarity.

You may be launching campaigns without a strong strategic anchor. Without clear goals or narrative, your messaging likely lacks consistency—and it's costing you.

Inconsistent



Audience Targeting.

Your campaigns are probably too general. You're likely missing the mark by not segmenting by need, mindset, or stage of the buyer journey.

Weak



Performance Tracking.

You might be focused on surface-level metrics—or not tracking impact at all. Without a deeper analytics model, you can't optimize spend or prove value.

Weak



Channel Optimization.

You're likely investing in multiple platforms—but without a unifying strategy. Channels may be duplicating efforts or undermining each other's effectiveness.

Inconsistent



Creative Impact.

Your ads may blend in with competitors or feel disconnected from your brand. Without emotional resonance or a belief-driven message, they're forgettable.

Weak



Conversion Efficiency.

Prospects may be dropping off due to friction in the journey—unclear calls to action, mismatched landing pages, or gaps between ad promise and brand experience.

Inconsistent

Strategic next steps.

Rebuild your strategy around clarity, connection, and cohesion.

You don't need more tactics—you need alignment. Anchor your marketing in a belief that unifies creative, audience, and action. Get clear on what you stand for, who you're speaking to, and how to move them from awareness to conversion.



How to do it?

- 1 Map your marketing funnel.** Start with the basics: identify where and how leads enter, what they see, and where they drop off.

[How to create a marketing funnel that nurtures leads and converts customers](#)

- 2 Audit messaging by audience.** Get specific. Segment by role, pain point, or lifecycle stage—and write to them, not the masses.

[How to create a marketing funnel that nurtures leads and converts customers](#)

- 3 Refine your creative strategy.** Craft campaigns that express your belief—not just your product. Aim to spark trust, not just clicks.


[4 steps to discovering your brand's #RALLYPOINT](#)

- 4 Strengthen cross-channel coordination.** Unify your marketing calendar and brand voice across platforms. Siloed campaigns confuse customers and reduce ROI.

[Avoid these common brand development pitfalls](#)

- 5 Expand reporting beyond ROI.** If you're only tracking CTR and CAC, you're missing the big picture. Build a dashboard that includes brand awareness, organic growth, and advocacy.

[Harness the Future: How to supercharge your marketing campaigns with AI, ER, CRM and more](#)



Feeling stuck? Let's build your roadmap together

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