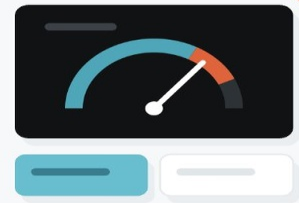
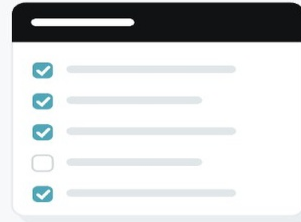


The 7-Point Marketing Health Score



A five-minute diagnostic for finding the one gap in your marketing most worth fixing next.

Why this exists

Most businesses are doing a lot of marketing without a clear picture of which parts are actually producing results. When something is not working, the instinct is to add — another channel, more posts, a bigger budget. This tool does the opposite. It gives you an honest snapshot in five minutes so the next thing you do is the thing that matters most.

WHAT IT MEASURES

Seven fundamentals that sit underneath every campaign: who you serve, what you offer, where you send people, how they find you, how you follow up, what proof you show, and whether you show up consistently.

HOW WE USE IT AT BAP

It is the first thing we run with a new client. Before we touch ads, video or content, we want to know which fundamental is weakest — because that is usually what is capping everything else.

WHY THE NUMBER MATTERS

A score turns a vague feeling into a decision. It gives you a baseline to improve against, and it tells you where *not* to spend attention this month.

How to use this tool

1

Score honestly

Rate each of the seven statements from 1 to 5. First instinct. A flattering score tells you nothing.

2

Total it

Add the seven numbers for a score out of 35, then read the band it falls into.

3

Fix one thing

Take the single lowest-scoring area and commit to one specific action for the next 30 days.

What the numbers actually mean

Use one definition for all seven statements, or the total stops being comparable — to anyone else, and to your own score in thirty days.

1 - 2 · NOT REALLY

It does not exist, or it exists in someone's head and nowhere else. If you would struggle to show a colleague where it lives, it is a 1 or a 2.

3 · SOMETIMES

It happens when someone remembers to do it. Real, but not systematic. Most businesses sit here on most statements — that is normal, not a failure.

4 - 5 · RELIABLY

It happens whether or not anyone is thinking about it, because there is a process, a document or a calendar entry making it happen.

ON THE NEXT PAGES

Page 2 explains what each of the seven areas is really testing and what a low score tends to look like in practice. Page 3 is the scorecard itself. Page 4 shows a worked example and gives you the 30-day commitment and re-score.

What each of the seven is really asking

Read this before you score. Knowing what a statement is testing is what makes an honest answer possible.



01

Ideal Client

Our ideal client is clearly defined and written down.

WHY IT IS ON THE LIST

You cannot write a message for everyone. A defined client is what makes every other decision — offer, channel, tone — obvious.

A low score usually looks like: "anyone who needs marketing."

02

Offer Clarity

Our main offer is simple and easy for a stranger to understand.

WHY IT IS ON THE LIST

If a stranger cannot repeat your offer back, your ads and content are doing translation work instead of selling.

A low score usually looks like: a list of services instead of one clear thing.

03

Website CTA

Our website has a clear, obvious next step — call, form or booking link.

WHY IT IS ON THE LIST

Traffic without a next step is spend without a return. One obvious action beats five competing ones.

A low score usually looks like: a contact page buried in the nav.

04

Traffic

We have at least one active way we are driving traffic — ads, SEO, referrals or partnerships.

WHY IT IS ON THE LIST

One channel you work properly beats five you dabble in. This asks whether anything is reliably bringing people in.

A low score usually looks like: word of mouth, and hoping.

05

Follow-Up

We follow up with leads at least three times if they do not respond.

WHY IT IS ON THE LIST

Most enquiries are lost in the gap between interest and reply. This is the cheapest gap in marketing to close.

A low score usually looks like: one reply, then silence.

06

Social Proof

We regularly share social proof — reviews, testimonials, case studies.

WHY IT IS ON THE LIST

Proof removes the risk a stranger feels. Without it, every claim you make is asking to be taken on faith.

A low score usually looks like: a testimonials page nobody visits.

07

Consistency

We show up consistently on at least one marketing channel.

WHY IT IS ON THE LIST

Consistency compounds. Sporadic brilliance does not. This is the one most businesses score themselves generously on.

A low score usually looks like: a busy month, then a quiet quarter.

WHERE PEOPLE OVER-SCORE

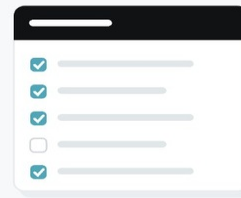
Consistency and Follow-Up are the two most flattered, every time. Before you give either a 4, ask for the evidence — a calendar, a saved sequence, a written process. If you cannot point at one, it is a 2.

WHERE PEOPLE UNDER-SCORE

Offer Clarity, usually, because you are too close to it. Read your one-liner to someone outside your industry. If they can repeat it back, you are a 4 — however rough it feels from the inside.

Score your seven

1 = not true at all · 5 = completely true. Do not deliberate. Your first instinct is usually the accurate one.



1 2 3 4 5

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☐ ☐ ☐ ☐ ☐
YOUR TOTAL, OUT OF 35**28-35** Strong foundation. Refine and optimise.**20-27** Healthy, with leaks to plug.**Below 20** Real upside. A few fundamentals could change everything.
DO NOT AVERAGE AWAY THE WEAK SPOT

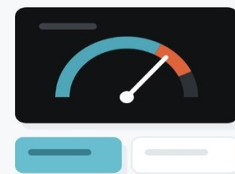
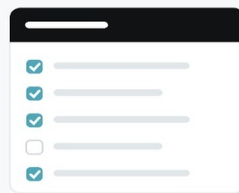
The total is context. The number that matters is your *lowest* single score — that is the one capping everything else, and it is where page 4 sends you.

TORN BETWEEN TWO NUMBERS?

Take the lower one. Under-scoring costs you a month of work on a gap that was only half a gap. Over-scoring costs you a year of wondering why nothing moved.

Turn the score into one move

A score you do nothing with is trivia. This page turns it into a single commitment you can actually check.



What good looks like

A worked example, so you can see the level of specificity that makes this useful.

THE SCORE

23 out of 35. Healthy overall. Lowest single area: **Follow-Up, scored 2** — enquiries get one reply and nothing after it.

THE COMMITMENT

“Over the next 30 days, we will improve **follow-up** by **building a three-email sequence every enquiry goes through.**”

THE PROOF

Re-score Follow-Up in 30 days. If it has not moved from 2, the sequence was not built — not that the idea was wrong.

Now yours

Write it down. A commitment that lives only in your head is a wish.

LOWEST-SCORING AREA

THE ONE SPECIFIC ACTION

WHO OWNS IT, AND BY WHEN

HOW WE WILL KNOW IT IMPROVED

Your one-sentence commitment

Over the next 30 days, we will improve _____ by _____.

Why thirty days

Long enough that a real change can show up in the numbers. Short enough that you have not forgotten what you promised.

A QUARTER IS TOO LONG

Ninety days gives you room to drift for sixty of them. By the time you check, you cannot tell which of five changes did anything.

A WEEK IS TOO SHORT

Most marketing fixes take two or three weeks just to be in place. Checking at day seven measures your effort, not the result.

ONE THING, NOT FOUR

Four simultaneous fixes teach you nothing, because nothing is isolated. One change, one month, one honest re-score.

RE-SCORE IN 30 DAYS

Same seven statements, same honesty. The number moving is your proof that the change was real rather than intended.

WANT A SECOND PAIR OF EYES?

If you would rather not grade your own homework, bring your score to a conversation. We will tell you which one to fix first and why. www.bap.digital