



MARKETING PERFORMANCE MATRIX

Instructions:

Step 1: Rank your brand from 1 to 10 in each box. Perform indicated calculations where required.
 Step 2: Calculate scores for the four main categories (People, Product, Promotion, Place).
 Step 3: Add scores in each category to determine your Marketing Performance Score.

Scoring:

0-2: Poor performance
 3-5: Poor to average
 6-8: Good to very good
 9-10: Excellent

What your score means:

0-25: Brand is failing and needs to improve across the board.
 25-50: Branding is performing poorly and needs improvement.
 50-75: Brand needs to address its flaws and upgrade areas of weakness.
 75-100: Brand is performing well, although it may need tweaking in areas of weakness in order to increase cut-through.

PEOPLE

- LEADERSHIP TEAM
- SALES TEAM
- OPERATIONS STAFF
- MARKETING DEPARTMENT
- CUSTOMER SERVICE

ADD 5 SCORES ABOVE



X 0.2 = A



A

PEOPLE COMPONENT SCORE

PRODUCT

- FEATURES
- TIMELY DELIVERY
- SUSTAINABILITY
- DESIGN
- QUALITY
- VALUE FOR MONEY
- INNOVATION

ADD 7 SCORES ABOVE



X 0.6 = B

B

PRODUCT COMPONENT SCORE

PROMOTION

- ADD 4 SCORES & DIVIDE BY 4
- WEB/DIGITAL
 - MACRO SITE/MICRO SITE
 - TARGETED RICH EMAILS
 - INTERNET TOOLS
 - CORPORATE & PRODUCT VIDEO
- ADD 4 SCORES & DIVIDE BY 4
- COLLATERAL
 - STATIONERY
 - NEWSLETTERS
 - BROCHURES
 - FLYERS & GIVEAWAYS
- ADD 4 SCORES
- BROADCASTING & ADVERTISING
 - PRINT ADS
 - RADIO/TV ADS
 - ONLINE ADS
 - OUTDOOR

ADD 3 SCORES ABOVE



X 0.6 = C

C

PROMOTION COMPONENT SCORE

PLACE

- OFFICE
- TRADESHOW
- SALES ENVIRONMENT
- EVENT

ADD 4 SCORES ABOVE



X 0.3 = D

D

PLACE COMPONENT SCORE

= MARKETING PERFORMANCE SCORE _____

Step 1

Step 2

Step 3