



The
Branch
Co.

Marketing Health Check

A practical guide to help Kiwi businesses
assess their marketing and identify their
next best steps.



WELCOME

Hello, and welcome.

Thanks for downloading the Marketing Health Check.

As business owners, it's easy to get caught up in the day-to-day and keep ticking marketing tasks off the list without stopping to ask whether they're actually making a difference.

This guide is designed to help you take a step back and look at your marketing with fresh eyes.

Over the next few pages, you'll assess seven key areas of your marketing, identify what's working well and uncover opportunities to improve. By the end, you'll have a clearer picture of where to focus your time, energy and budget for the greatest impact.

Remember, great marketing isn't about doing everything—it's about doing the right things consistently.

I hope this guide gives you the clarity and confidence to take your next steps.

Amanda Nicolson
Founder, The Branch Co.



Rate yourself honestly.

For each section, rate yourself on a scale of 1 to 5. Be honest — this is for you, not for anyone else.

- 1 Not started or no strategy in place.
- 2 Early stages — some awareness but little action.
- 3 Making progress — foundations are there.
- 4 Strong — consistent effort and results.
- 5 Excellent — optimised and performing well.



Your score at a glance.

Use this page to record your scores from each section. Circle your rating for each area below.

Business Strategy	1	2	3	4	5
Brand & Positioning	1	2	3	4	5
Website & User Experience	1	2	3	4	5
SEO & Visibility	1	2	3	4	5
Content & Campaigns	1	2	3	4	5
Lead Generation	1	2	3	4	5
Performance & Reporting	1	2	3	4	5

TOTAL SCORE

/ 35

01

How clear is your direction?

A clear business strategy is the foundation of effective marketing. Without it, campaigns lack direction and budgets get wasted.

Do you have a clearly defined target audience?

1

2

3

4

5

Are your business goals documented and measurable?

1

2

3

4

5

Do you review and adjust your strategy regularly?

1

2

3

4

5

NOTES

02

How well does your brand stand out?

Your brand is more than a logo. It's how people feel about your business and what sets you apart from the competition.

Is your brand positioning clear and differentiated?

1

2

3

4

5

Is your brand presented consistently across your website, social media and marketing materials?

1

2

3

4

5

Can your team articulate your value proposition?

1

2

3

4

5

NOTES



03

Is your website working for you?

Your website is often the first impression. It should be fast, clear, and designed to guide visitors toward action.

Is your website mobile-friendly and fast-loading?

1

2

3

4

5

Are your calls-to-action clear and compelling?

1

2

3

4

5

Is your website kept up to date with accurate content and a clear call to action?

1

2

3

4

5

NOTES

04

Can customers find you online?

If people can't find you, they can't buy from you. Search Engine Optimisation (SEO) helps the right people discover your business organically.

Can potential customers easily find your business when searching online?

1

2

3

4

5

Do you have a keyword strategy in place?

1

2

3

4

5

Is your Google Business Profile optimised?

1

2

3

4

5

NOTES

05

Are you creating content with purpose?

Great content builds trust and keeps your audience engaged. Campaigns turn that attention into action.

Do you have a content calendar or plan?

1

2

3

4

5

Are you creating content that serves your audience?

1

2

3

4

5

Does each campaign have a clear goal and next step?

1

2

3

4

5

NOTES

06

Are you turning interest into enquiries?

Leads are the lifeblood of growth. A good system attracts, nurtures, and converts the right people consistently.

Do you have a system for capturing leads?

1

2

3

4

5

Are you nurturing leads with email or follow-ups?

1

2

3

4

5

Do you have a reliable way of turning enquiries into customers?

1

2

3

4

5

NOTES

07

Do you know what's working?

What you measure is easier to improve. Regular reporting helps you see what's working and where to make changes.

Do you track key marketing metrics regularly?

1

2

3

4

5

Are you using data to inform decisions?

1

2

3

4

5

Do you report on marketing performance monthly?

1

2

3

4

5

NOTES

Marketing Health Score

/ 35

Add up your scores from each section to find your total.
This gives you a snapshot of where your marketing stands today.

- 29 – 35

●

Excellent

You're building on strong foundations. Focus on refining and optimising your marketing.
- 15 – 28

●

Making Progress

You're heading in the right direction. Concentrate on strengthening the areas with the lowest scores.
- 7 – 14

●

Needs Attention

Don't try to fix everything at once. Choose one or two priorities and build from there.

Your next 90 days.

Top Priorities

What are the 2–3 things that will make the biggest difference?

Quick Wins

What can you do this week that takes less than an hour?

Stop Doing

What should you let go of or pause?

Start Doing

What new actions or habits will you commit to?

Keep Doing

What's already working that you should protect?





You're already one step ahead.

The fact that you've taken the time to assess your marketing puts you ahead of most businesses. Awareness is the first step toward meaningful change.

Whether you scored high or low, what matters now is what you do next. Pick one area to focus on, take one small step this week, and build from there.

If you'd like a hand turning your insights into action, I'd love to help.

[Let's Talk →](#)

