

# **The Smart MD's Marketing Checklist**

## **Cut Through the Noise. Take Back Control. Grow Smarter.**

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#### **■ STRATEGY & ALIGNMENT**

- Do you have clear commercial goals tied to your marketing activity?
- Is your marketing plan aligned with sales targets and business growth?
- Can your agency or internal team explain how each activity impacts your bottom line?
- Are you confident they understand your market, business model, and customers?

#### **■ MEASUREMENT & ROI**

- Are your KPIs focused on leads, conversions, and revenue — not just impressions and likes?
- Can you track where your leads come from and how much they cost?
- Are you seeing a clear return on your marketing spend each quarter?
- Do you receive straightforward reports that show progress and impact?

#### **■■ AGILITY & SPEED**

- Can your team or agency make campaign changes within 48–72 hours?
- Do you have systems in place to test and iterate quickly?
- Are you able to pivot your message or offer in response to market shifts?

#### **■ TRANSPARENCY & COMMUNICATION**

- Do you get regular updates in plain English (not marketing jargon)?
- Is there a named person you can call, text or email for fast answers?
- Do you know exactly what's being worked on this week/month?

#### **■ IN-HOUSE CONTROL & CAPABILITY**

- Are you building internal knowledge or completely reliant on your agency?
- Do you have access to all your accounts (ads, analytics, CRM)?
- Could your business function if your agency disappeared tomorrow?

#### **■ FLEXIBILITY & CONTRACTS**

- Are you locked into a long-term contract without clear performance benchmarks?
- Is there a clear exit route if things stop working?
- Are your terms built around outcomes and flexibility, not just time served?

#### **■ DECISION CLARITY**

- Do you feel confident and informed when approving marketing spend?
- Are your marketing decisions based on data, not gut feeling or agency hype?
- Are you investing in activity that moves the needle for your business?



## ■ If you ticked fewer than 10 boxes...

You may be:

Overpaying for underperformance

Missing key growth opportunities

Giving away control of your commercial future

Let's change that.

## ■ Book a Free Strategy Call

We'll walk through this checklist together and show you where your gaps are — and how to fix them.

■ Book Now: 07966 040188

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