

SELF-ASSESSMENT

What Era of Marketing Are You Living In?

If you're worried that your marketing function isn't up to date, we've created a very short self-assessment for you to determine where you stand. This will help you identify high-priority projects that will transform how you do business and connect with consumers.

ERA	YOUR TECH STACK	YOUR TEAM	YOUR STRATEGY
90s DIGITAL	Do you have an up-to-date website with a clear value proposition and call-to-action?	Do you have at least one full-time marketing employee?	Do you know what you want people to do when they reach your website?
2000s DIGITAL	Do you have a blog, thought leadership content, and an active mailing list?	Do you have someone responsible for producing content on a regular basis?	Do you have a content strategy, a keyword strategy, and a content calendar?
2010s DIGITAL	Do you have a LinkedIn page that you update regularly? Do you have a YouTube channel?	Do you have at least one employee accountable for your social accounts?	Are earned and PPC media a core part of your marketing strategy?
2020s DIGITAL	Are you using marketing automation technology for at least one process or task?	Do you have a data-focused employee pulling insights for the rest of the team?	Are marketing and sales working together to support key accounts with content?
THE FUTURE	Are you using artificial intelligence to help create content?	Do you have a futurist and trend researcher on staff?	Have you consolidated marketing, sales, and service under a Chief Revenue Officer?



What Your Results Mean for Your Business

Given the pace of change over the past four decades, it's understandable if your business hasn't been able to keep up in every respect. However, the further behind you are, the harder you're going to have to work to keep up with your competition – especially if you are a smaller player up against well-funded corporate marketing teams.

We would recommend building your marketing stack in chronological order, beginning with the most essential technologies – a website and mailing list – and layering on social media, a CRM and marketing automation, then futuristic infrastructure like artificial intelligence and professional forecasters. Although each new technology you adopt creates a project for your internal teams, keep in mind that it expands your strategic capabilities, automates and augments manual processes, and gives you more freedom and creativity in how you deploy your marketing employees to drive revenue.

Get Started with Marketing CoPilot

For years, Marketing CoPilot has worked with businesses, particularly in the B2B sector, to transform their approach to digital marketing using technology. We offer a suite of marketing services, live coaching programs, and have published a book on digital marketing strategy for marketing leaders.

RESOURCES TO GET YOU STARTED:

VALUE PROPOSITION WORKBOOK

Learn how to create a compelling value proposition for your company.

[GET IT HERE](#)

BUYER PERSONA WORKBOOK

Use buyer expectations to build content that helps buyers choose you.

[GET IT HERE](#)

