

MidBizz Marketing Strategy Scorecard

Purpose

This scorecard evaluates marketing not as activity, but as a decision engine that drives business development outcomes. Every section measures how effectively signals are converted into clear, revenue-producing decisions.

Scoring Method

- Score each item 0–5
- Weighted Score = $(Score \div 5) \times Weight$
- Total Possible Score: 100

Scoring Rubric

0 = Not present

1 = Ad hoc

2 = Defined, not measured

3 = Measured, inconsistent

4 = Consistent, improving

5 = Predictable, decision-grade

A. Strategic Direction & Constraints (20 pts)

Area	Decision Standard	Weight	Score
ICP Precision	ICP is narrow, ranked by revenue potential, and explicitly excludes poor-fit segments	8	
Offer Architecture	Primary offer is clear; secondary offers support conversion and expansion	6	
Positioning Clarity	Clear differentiation, buying triggers, and objection handling across all touchpoints	6	

B. Signal Quality & Insight Generation (15 pts)

Area	Decision Standard	Weight	Score
Signal Capture	Customer, sales, search, and market signals flow into a unified view	6	
Insight Translation	Signals are converted into testable hypotheses with expected outcomes	5	
Evidence Strength	Decisions are labeled by confidence level (high / medium / low)	4	

C. Demand System (Channels as Inputs) (20 pts)

Area	Decision Standard	Weight	Score
Channel Selection Logic	Channels chosen by ICP behavior and unit economics, not trends	6	
Content as a Decision Asset	Content directly supports pipeline stages and sales objections	7	
Distribution Reliability	Repeatable distribution cadence with clear performance thresholds	7	

D. Funnel & Revenue Mechanics (25 pts)

Area	Decision Standard	Weight	Score
Conversion Path Integrity	One primary conversion path with minimal friction	6	
Lead Quality Control	Lead scoring, routing, and feedback loops improve targeting	6	

Nurture Effectiveness	Follow-up reflects buying intent and influences deal velocity	6	
Sales Alignment	Shared definitions, SLAs, and win/loss insights inform decisions	7	

E. Engine Operations & Learning Loop (20 pts)

Area	Decision Standard	Weight	Score
Analytics Trust	Single source of truth for pipeline and revenue impact	7	
Experimentation Discipline	Prioritized test backlog with consistent review cadence	7	
Decision Speed	Time from signal to deployment is tracked and improving	3	
Operating Cadence	Weekly rhythm: review → decide → deploy → learn	3	

Summary Inputs (Complete First)

North Star Metric:

Target ICP:

Primary Offer:

Average Deal Size:

Pipeline Target:

CAC Payback Target:

Win Rate Target:

Interpretation Guide

85-100: Predictable business development engine

70-84: Strong foundation

50-69: Inconsistent outcomes

Below 50: Activity without leverage

