

Sales & Marketing Scorecard						
Area of Focus	Score (1-3)	Impact (1-3)	90 day priority (Y/N)	Problem	Ideal Outcome	Tasks
Website	2	3	Y	The 2 sites are no longer consistent with each other	Both sites are perfectly consistent so visitors don't realize there are two.	- Develop site change recommendation document / Send to for approval / Make changes
			Y	Visitors questions are not being answered. Every question a prospect has to be address on the site. Services pages offers too little info. Not geared to first time buyers.	A visitor has all their questions answered and feels like they already trust Bespoke enough to book an appointment. No further outside research is needed.	-List all common questions / Create content to answer questions / develop new site map / update site / add trackers
			Y	Load speed is too slow	Site performance is the same as the top brands the target client is a custom to.	- Explore options to increase speed
SEO	2	3	Y	GMB is not being updated.	GMB continues to be a valuable asset to maximize SEO	
SEO (Blogs)	2	2	N	Blogs are not up to date. Do they answer most common questions?	Every 8 weeks a new blog is released to the site, social and email list.	
Google Ads	2	3	N	Potentially need to increase budget	Google ads are inline with desired CAC and volume	
Facebook Organic	3	3	N			
Facebook Ads	1	3	Y	Ads are inconsistent. Retargeting is a missed opportunity	New target clients are activated through Facebook	- Develop 12 month promo schedule / Creative and copy to be submitted 3 months in advance / Ads are launched and monitored for entire promo period
Google Reviews	2	3	Y	Low response rate on reviews	All Google reviews are responded to.	- Respond to all reviews in last 6 months / Each week respond to latest
Brand	2	3	Y	Brand is not consistent across all platforms (Web/Social)	All platforms are perfectly aligned to maximize trust with prospect	- Recommendation document to be created
Creative	1	2	Y	Creative is not meeting standards.	Creative assets are easily approved	- Create samples for the next 3-6 month promos
Appointment Booking	2	3	N	Online booking is preferred by the target client		
Loyalty Program	1	2	N	Customer LTV is not being maximized		
Customer journey	2	3	Y	Customer journey is not clear. Customer isn't getting what they need where they need it. Trust isn't high enough.	Bespoke has a customer journey that maximizes trust and conversions. All potential customers see bespoke as an educational platform to inform the decision to act.	- Map current CJ / Design ideal CJ / Prioritize changes
Promotions	2	3	Y	Promotions are announced late.	12 month promo cycle is organized to discourage missed opportunity and trust issues	- Design 12 month promo schedule
<b>Average Score</b>	<b>1.8</b>					