

Marketing Systems and Processes – Assessment Questions	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Are the marketing department objectives in line with the business's overall strategic goals?	1	2	3	4	5
Does your business have customer-retention strategies in place e.g. relationship management, loyalty program?	1	2	3	4	5
Does your business offer compelling online and digital content to attract potential customers?	1	2	3	4	5
Does your business regularly track results on marketing performance/campaigns to determine effectiveness?	1	2	3	4	5
Does your business have knowledge of competitive market dynamics and trends, including competitor practices?	1	2	3	4	5