

The Marketing Content Effectiveness Scorecard

Well organized, actionable, and measurable content is now critical to every aspect of sales and marketing. Effective marketing content needs to be actionable, targetable, useful, “trackable”, and reusable. To assess how effectively your selling content supports your sales and marketing process, score your content based on 12 content effectiveness criteria. These criteria are useful in auditing the effectiveness of existing content assets, defining new sales content, and providing business requirements to internal and external content sources.

Content Effectiveness Criteria		Score
1. Current	Is this content versioned to ensure the branding, messaging, pricing, features and regulatory language are all up to date and in compliance?	No 1 2 3 4 5 Yes <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
2. Targetable	Is this content designed organized and indexed by specific steps of the selling process, buyer types, needs or “pain points”, industry, or location?	No 1 2 3 4 5 Yes <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
3. Findable	Is this content organized to make it fast and easy for sales people and customers to find the right information to advance the sale when they need it regardless of time, location, or device?	No 1 2 3 4 5 Yes <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
4. Trackable	Do you have the ability to measure, quantify, and track the use, value, and effectiveness of this content by salespeople, channel partners, prospects and customers?	No 1 2 3 4 5 Yes <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
5. Actionable	Does this content directly supports the sales process by giving prospects or customers a reason to act and generating measurable sales outcomes such as meetings, referrals and proposals?	No 1 2 3 4 5 Yes <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
6. Configurable	Content that is structured, formatted and organized so it can be customized, configured, or assembled in many different ways based on the context, sales situation and client preference?	No 1 2 3 4 5 Yes <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
7. Usable	Is it easy for customers and salespeople to access, view, digest, understand, and refer this content and put it to work – independent of device, location and selling situation>	No 1 2 3 4 5 Yes <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
8. Reusable	Is this content structured formatted and organized so it can be reused and leveraged across a wide range of channels, devices and programs – independent of source and format?	No 1 2 3 4 5 Yes <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
9. Compelling	Does this content effectively capture customer attention by delivering new ideas and insights, challenging the customer mindset, telling stories, and demonstrate subject matter expertise or thought leadership?	No 1 2 3 4 5 Yes <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
10. Interactive	Is this content structured and organized to allow customers and salespeople to navigate, share, configure and interact with it – where, when and how they choose?	No 1 2 3 4 5 Yes <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
11. Channel “Ready”	Is this content structured and formatted to be delivered through a variety of selling channels including: face-to-face sales, partner sales, web sites, email, and phone?	No 1 2 3 4 5 Yes <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
12. Device “Ready”	Is this content compatible with the growing mix of devices that salespeople and customers use, including smartphones, tablets, PC’s, televisions, and projectors?	No 1 2 3 4 5 Yes <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
Total Score		