



marketing + design inc.

ecomarketingscorecard™

To help you clearly understand your current situation, please rate your reactions to each pair of phrases. Decide where you are on the scale from 1 to 10 depending on which statement best reflects current reality. Add up your totals and return the Scorecard to **bernard@trafficdesign.ca** or fax back to **416.534.8064**

We do not have a clear vision of our future

1	2	3	4	5	6	7	8	9	10
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We have a clear vision of our future

We do not have clear measurable goals

1	2	3	4	5	6	7	8	9	10
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We have clear and measurable goals

We do not have a strategy to achieve our goals

1	2	3	4	5	6	7	8	9	10
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We have a strategy to achieve our goals

We do not have a step-by-step action plan to achieve our goals

1	2	3	4	5	6	7	8	9	10
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We have a step-by-step action plan to achieve our goals

Employees are not engaged with the Corporate vision

1	2	3	4	5	6	7	8	9	10
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Employees are very engaged with the Corporate vision

I feel that my Company is not doing very much for the environment

1	2	3	4	5	6	7	8	9	10
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I feel that my Company is doing all that we can do for the environment

I believe there is no value in incorporating green ideas into our marketing

1	2	3	4	5	6	7	8	9	10
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I believe there is value in incorporating green ideas into our marketing

A green marketing strategy will not help to grow my business

1	2	3	4	5	6	7	8	9	10
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A green marketing strategy will help to grow my business

We do not have creative ideas to become a leader in the green space

1	2	3	4	5	6	7	8	9	10
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We have lots of creative ideas to become a leader in the green space

We do not have an integrated communications plan that includes sustainable thinking into all executions

1	2	3	4	5	6	7	8	9	10
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We have an integrated communications plan that includes sustainable thinking into all executions

ADD COLUMN TOTALS

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YOUR SCORE

Why did you give yourself that score? _____

What do you think you need to do to improve your score? _____

WANT SOME FEEDBACK?

To review your answers and book a **FREE 30 MINUTE MARKETING CONSULTATION**, please return your completed MarketingScorecard to **bernard@trafficdesign.ca**

Tell us a little about yourself:

Name: _____

Position: _____

Company: _____

Telephone: _____

e-mail Address: _____