THE 100-POINT MARKETING ENGINE DIAGNOSTIC

Eight checklists. One hundred checkpoints.
What has to be true before your score moves.



100 CHECKS • 8 COMPONENTS • 4 CODES

XZITO

WHY THIS MATTERS

Marketing isn't a faucet. It's an engine.

Most businesses treat marketing like a faucet — turned on when things get slow, off when they get busy. That is why it never compounds, and why every restart costs more than the last.

A marketing engine is different. It runs whether or not you are thinking about it. It has eight cylinders, and **when one cylinder is weak the entire engine loses power** — which is why the problem is almost never where you assume it is. This diagnostic finds the weak ones.

THE EIGHT CYLINDERS

Strategy | Brand | Website | Technology | Sales Enablement | Content | Paid Media | Partnerships

01 Design Strategy, audience, offer and message. The core — every knock starts here.

02 Build Brand, website and technology. The structure that carries the knock outward.

03 Fuel Sales Enablement, Content, Paid Media and Partnerships. What keeps the engine knocking.

04 Scale Revenue, business value and impact. What the first three produce.

BEFORE YOU START

Answer it with the people who know

An owner alone will guess on technology and sales. Whoever touches the CRM, the ads and the pipeline should be in the room.

Answer for today, not for the plan

“We're about to” is a No. The diagnostic is only useful if it describes the business as it currently runs.

Some checks won't apply

Mark those No and move on. A component you have deliberately chosen not to build still costs the engine power.

HOW TO USE IT

Work one cylinder at a time and circle Y or N. Answer as the business operates today, not as you intend it to. Within each section the earliest checks make the later ones measurable, so fix from the top down.

ALREADY TOOK THE AUDIT?

That gave you a score. This gives you the game plan. The audit asks how well you'd rate yourself; every check here either exists or it doesn't — so it names exactly what has to be true before the score moves.

RUN IT YEARLY

Nobody scores 100, and nobody needs to. What matters is which cylinders score lowest. Score it once a year and the gaps become next year's plan — the number moving is the only proof any of it worked.

Strategy

01 · Design

A One-Page Growth Plan with revenue targets everyone has seen. A meeting rhythm that turns numbers into decisions instead of reports. One person accountable by name, with protected time and a real budget.

#	WHAT GOOD LOOKS LIKE	CIRCLE ONE
1	**One-Page Growth Plan & revenue target.** Mission, values, a documented 12-month revenue target and critical metrics on one page — and every campaign traces back to one of them.	Y N
2	**Ideal customer & offer alignment.** The team agrees on who to pursue, what problem is being solved, the offer being promoted, and which opportunities should not consume resources.	Y N
3	**KPI scorecard & engine dashboard.** A small set of leading and lagging KPIs is visible in one dashboard, tied to leads, opportunities, revenue and channel performance.	Y N
4	**90-day marketing action plan.** Every priority has an owner, due date, desired outcome, and connection to the quarter's goals.	Y N
5	**Monthly performance review.** The team reviews what changed, why it changed, what is working, what is not, and what to do next — not just a report of numbers.	Y N
6	**Quarterly strategic planning.** Every quarter ends with lessons learned, updated priorities, budget choices, and the next 90-day plan.	Y N
7	**Attribution & pipeline visibility.** Marketing can see what sources create qualified opportunities and revenue, with known gaps explicitly documented.	Y N
8	**Budget & resource allocation.** Spend and internal effort move toward the best opportunities instead of repeating last month's allocation by default.	Y N
9	**Named owner & decision cadence.** One person is accountable by name for the numbers, the calendar and the insights, and the monthly and quarterly rhythm happens consistently.	Y N
10	**Experiment & optimization backlog.** There is a ranked list of hypotheses and tests with expected impact, effort, owner and decision date.	Y N
11	**Market & competitive intelligence.** The team periodically validates market shifts, competitor moves, customer objections, and new opportunities before they affect performance.	Y N
12	**AI insight & decision support.** AI summarizes large data sets and meeting inputs, but recommendations are validated by a strategist before becoming action — under a written policy covering what may be shared.	Y N

Brand

02 · Build

One clear story a stranger understands in under a minute: what you do, who you do it for, and why you. A guide the team actually uses, so everything stays on brand no matter who made it.

#	WHAT GOOD LOOKS LIKE	CIRCLE ONE
1	**Value proposition statement.** A stranger understands what you do, who you do it for, and why you, in under a minute.	Y N
2	**Ideal customer profile.** A named ideal customer with their needs, behaviors and buying triggers written down and agreed.	Y N
3	**Offers mapped to the journey.** Offers exist for every stage of the buying journey, built for lifetime value rather than a single transaction.	Y N
4	**Voice guide.** How you sound, three things you always say, three things you never say — specific enough that two writers produce the same tone.	Y N
5	**Brand guide, actually used.** Logo, color, type and photography documented — and genuinely applied, so the brand looks consistent on every channel a buyer encounters.	Y N
6	**Brand knowledge & AI context.** Approved voice, audience, offers, proof points and source material are available to AI tools so outputs stay on-brand.	Y N
7	**Real photography.** Genuine images of your team, your work and your product — not stock a competitor could also buy.	Y N
8	**Brand story & offer video.** A brand story video plus short 30 to 45 second videos that carry the offer.	Y N
9	**Consistent presence everywhere.** Social profiles, directories and collateral all match the current standards wherever you show up.	Y N
10	**AI creative production.** AI accelerates creative from the brand guide, with a human approving direction before anything ships.	Y N

Website

02 · Build

A virtual rep that never sleeps, representing the business in the place most buyers now make up their minds. Every page that matters has an obvious next step, and you can see exactly where visitors leave.

#	WHAT GOOD LOOKS LIKE	CIRCLE ONE
1	**Hero message.** A new visitor understands within 5 seconds what you do, who it is for, and what to do next.	Y N
2	**Calls to action.** Every important page has one clear, action-driven call to action — not a contact form in the footer.	Y N
3	**Lead capture.** Visitors have multiple low-friction ways to raise a hand: a guide, a scheduler, a quote, an AI assistant.	Y N
4	**CRM connection.** Every submission hits your CRM, gets confirmed instantly, and receives follow-up within minutes.	Y N
5	**Optimized mobile experience.** Every task — reading, booking, buying — works comfortably on a phone.	Y N
6	**Social proof.** Proof — reviews, results, real people — sits next to the claims it supports.	Y N
7	**Page speed.** Pages load in under 2.5 seconds without shifting or lag.	Y N
8	**Local listings.** Your business info is accurate and consistent on Google and the main local directories, managed from one place.	Y N
9	**Scannable content.** Content answers real buyer questions and is easy to scan — including price, problems and comparisons.	Y N
10	**Pricing page.** Pricing is on the site, or at least an honest range and what affects it.	Y N
11	**On-page SEO.** Every key page is findable in search with its own keyword, title and description.	Y N
12	**Clear site navigation.** Navigation follows the buyer's journey, with 5 to 7 clear labels and core info within 3 clicks.	Y N
13	**Analytics tracking.** Analytics track the actions that matter, and someone reviews them regularly.	Y N
14	**Site security.** The site is secure, private, backed up, and someone owns its upkeep.	Y N
15	**Accessibility.** People with disabilities can read the content and complete key tasks.	Y N

Technology

02 · Build

The system that remembers everything so your people do not have to. One place where every customer interaction lives, automation carrying the follow-up that used to depend on somebody's memory, and a clear line on where a human still steps in.

#	WHAT GOOD LOOKS LIKE	CIRCLE ONE
1	**Central CRM.** Every lead from every channel — calls, forms, chats, ads, social — lands automatically in one system, not inboxes and spreadsheets.	Y N
2	**Speed-to-lead automation.** Every new inquiry gets a response with a clear next step within 5 minutes, even after hours.	Y N
3	**Missed-call text back.** When nobody answers a call, an automatic text goes out immediately so the lead is not lost.	Y N
4	**Sales pipeline.** Every deal moves through clear visual stages, with an owner, a next step, and instant team alerts when something urgent arrives.	Y N
5	**Booking system.** Bookings, confirmations, reminders, and no-show follow-ups all run automatically without calendar conflicts.	Y N
6	**Review engine.** Every completed job automatically triggers a review or testimonial request, and concerns route to you before they go public.	Y N
7	**Nurture sequences.** Leads who do not buy right away get automatic follow-ups that adjust or stop when they respond, book, or opt out.	Y N
8	**Reactivation campaigns.** Past customers and cold leads get relevant campaigns and reminders without manual outreach.	Y N
9	**AI assistants.** Voice and chat AI answer routine questions, capture lead info, and book time 24/7, with a clear handoff to a human.	Y N
10	**AI knowledge base.** Every AI is trained on your own knowledge and brand voice, so it answers the way you would — and a named owner keeps it current.	Y N
11	**Unified inbox.** Texts, emails, web chats, and social messages are viewed and answered from one shared screen.	Y N
12	**Onboarding journey.** New customers get a welcome and onboarding experience that runs itself.	Y N
13	**System owner.** A named person tests lead capture, booking, and follow-up monthly and fixes what fails — nothing breaks silently.	Y N

Sales Enablement

03 · Fuel

A sales process that supports the buyer's journey, plus the automations and documents that carry someone from stranger to new customer without anything falling through the cracks. Conversations captured, so what buyers actually say reaches the people making your marketing.

#	WHAT GOOD LOOKS LIKE	CIRCLE ONE
1	**Defined sales pipeline.** Every opportunity moves through agreed stages with entry and exit criteria, owner, value, next step and expected close date.	Y N
2	**CRM adoption & data hygiene.** Reps consistently record activity, update stages, maintain contact and deal data, and do not run a shadow pipeline in inboxes or spreadsheets.	Y N
3	**Lead ownership & routing.** Every lead is assigned correctly by source, territory, service and location, and urgent exceptions are surfaced immediately.	Y N
4	**Documented sales process.** A process everyone follows, powered by the CRM, so every buyer gets the same experience regardless of who picks up.	Y N
5	**Stage-based follow-up.** Each stage has a defined follow-up cadence using human tasks and automation that stops or changes when the buyer responds.	Y N
6	**Sales enablement by stage.** Reps have the right case study, proof, comparison, FAQ, proposal or follow-up asset for each stage of the buyer journey.	Y N
7	**Calendar & appointment process.** Booking, confirmations, reminders, rescheduling and no-show follow-up run consistently without manual chaos.	Y N
8	**Proposal & quote process.** Proposals are standardized, trackable, fast to produce, and followed by a defined next-step workflow.	Y N
9	**Pipeline review & stalled-deal action.** Stalled, aging and high-value opportunities are reviewed regularly with a specific action or disqualification decision.	Y N
10	**Reactivation system.** Old opportunities, lost deals and dormant contacts are periodically re-engaged with relevant offers and clear suppression rules.	Y N
11	**Sales & marketing revenue dashboard.** Marketing and sales share the same view of leads, conversion rates, pipeline, velocity, win rate and source revenue.	Y N
12	**AI call & conversation insights.** Calls and meetings are recorded and scored against your own best practices; AI surfaces objections, next steps and coaching patterns without replacing manager judgment.	Y N
13	**Buyer feedback loop to marketing.** Questions, objections and buyer stories are captured and handed to marketing, and they change what gets published.	Y N

Content 03 · Fuel

Content built on the questions buyers actually ask, published on a schedule you hold to, and written to be found by search engines and quoted by AI.

#	WHAT GOOD LOOKS LIKE	CIRCLE ONE
1	**Topic map tied to buyer questions.** Priority topics are maintained across customer questions, SEO demand, AEO opportunities, sales objections and authority gaps — each tied to an audience, an objective and a next step.	Y N
2	**Editorial calendar & production cadence.** Content has a realistic monthly schedule with owners, formats, channels, deadlines and a promotion plan — and the cadence is held.	Y N
3	**High-quality core content.** Published content demonstrates real expertise, answers specific questions, and gives the reader a useful next step.	Y N
4	**SEO fundamentals.** Priority content is aligned to search intent, has strong on-page structure and internal linking, and is monitored for organic performance.	Y N
5	**AEO / AI discovery readiness.** Important questions are answered clearly with authoritative, structured, quotable content that AI systems can discover and cite.	Y N
6	**The uncomfortable questions answered.** Price, problems, comparisons and who you are not for — answered honestly, because those are the pages buyers actually search.	Y N
7	**Email distribution & nurture.** Content reaches segmented contacts through useful campaigns and automated sequences rather than relying only on organic discovery.	Y N
8	**Social distribution & repurposing.** Core ideas are repurposed into channel-appropriate social content and scheduled consistently, for the company and the personal brands.	Y N
9	**Sales-enablement content loop.** Sales questions and deal objections create new content, and high-performing content is made easy for reps to use.	Y N
10	**Refresh & reuse system.** Existing winners are updated, consolidated, expanded and repurposed before unnecessary new content is created.	Y N
11	**Content performance review.** The team reviews discovery, engagement, leads, assisted pipeline, email and social response, and sales feedback to decide what to improve.	Y N
12	**AI-assisted content operations.** AI accelerates research, briefs, drafts, repurposing, metadata and optimization while a human validates expertise, accuracy and voice against a review checklist.	Y N

Paid Media

03 · Fuel

Audiences and offers matched to where the buyer actually is. Retargeting running for everyone who left without buying. Spend traced all the way to revenue, so you can say what a dollar returns rather than guess at it.

#	WHAT GOOD LOOKS LIKE	CIRCLE ONE
1	**Conversion tracking & source integrity.** Every meaningful conversion is tracked, deduplicated where possible, and connected to the correct source and campaign.	Y N
2	**Channel economics & targets.** The team knows acceptable CPL, CAC, ROAS or pipeline targets and uses them to decide whether to scale, fix or stop spend.	Y N
3	**Offer & landing page readiness.** Ads send traffic to a relevant offer and conversion experience that matches the promise in the ad.	Y N
4	**Campaign architecture.** Campaigns are organized by objective, audience intent, geography, product or service, and measurable business goal.	Y N
5	**Audience & keyword intent.** Targeting reflects real buyer intent and excludes obvious waste; search terms and audiences are reviewed continuously.	Y N
6	**Budget controls & pacing.** Budgets pace intentionally across the month and move based on performance, opportunity, seasonality and capacity.	Y N
7	**Creative & message testing.** Multiple meaningful creative and message hypotheses are tested, not cosmetic variants with no learning objective.	Y N
8	**Weekly optimization.** Bids, targeting, negatives and exclusions, placements, audiences, budgets and conversion quality are reviewed on a regular cadence.	Y N
9	**Pipeline & revenue feedback.** Campaign decisions use lead quality, opportunity and revenue feedback, not only clicks and platform-reported conversions.	Y N
10	**Retargeting & nurture.** Qualified visitors and leads who do not convert immediately enter a coordinated retargeting and nurture path.	Y N
11	**Market size & realistic share.** You know your total addressable market and what share of it you can realistically buy at your economics.	Y N
12	**AI-assisted optimization.** AI helps surface anomalies, cluster queries, generate hypotheses and summarize tests; humans control spend and final decisions.	Y N

Partnerships

03 · Fuel

A program people can actually join. Partners tracked like customers rather than remembered like favors. Campaigns on a cadence, and wins celebrated where your other partners can see them.

#	WHAT GOOD LOOKS LIKE	CIRCLE ONE
1	**Joinable program.** A referral, affiliate, or reseller program someone could join today.	Y N
2	**Partner incentive menu.** Partner types defined, each with its own incentive, and a value proposition a partner can plainly understand.	Y N
3	**Target list.** A best-fit partner profile, and a maintained named target list built from it.	Y N
4	**Partner CRM.** Every partner tracked in your CRM like a customer, with an owner, status and next steps.	Y N
5	**Partner portal.** A portal with ready-made resources partners actually use to refer you in seconds.	Y N
6	**Referral loop.** Referred leads get priority treatment, and partners hear back when their referral is contacted and when it closes.	Y N
7	**Reward engine.** Partners are rewarded on time and recognized publicly where other partners see it.	Y N
8	**Employee program.** Your employees are enrolled as partners with their own incentive.	Y N
9	**Customer program.** Your customers are enrolled as partners, and asked at the right moments.	Y N
10	**Campaign calendar.** Monthly co-marketing and co-selling campaigns run with partners.	Y N
11	**Partner locator.** A locator on your site so customers can find the right partner near them.	Y N
12	**Partner scorecard.** You review which partners produce revenue, invest in the top ones, and prune the dead ones.	Y N
13	**Program owner.** A named person owns partner relationships and reviews the program monthly.	Y N

Your score

Write your numbers in the white boxes. The lowest three components matter far more than the total.

EACH COMPONENT

Count your Y answers, divide by that component's check count, multiply by 100.

8 Y ÷ 12 checks × 100 = **67%**

ENGINE TOTAL

Add the eight component percentages together and divide by eight — not total Y divided by 100.

Components are different sizes, so averaging the percentages keeps each cylinder equal.

COMPONENT	CODE	CHECKS	YES	SCORE %
Strategy	01 · Design	12		
Brand	02 · Build	10		
Website	02 · Build	15		
Technology	02 · Build	13		
Sales Enablement	03 · Fuel	13		
Content	03 · Fuel	12		
Paid Media	03 · Fuel	12		
Partnerships	03 · Fuel	13		
Engine total		**100**		

HOW TO READ IT

Any component under 40% is a gap worth naming out loud. Three or more under 40% usually means the pieces either do not exist yet or do not connect to each other — and adding more traffic to that wastes it.

A strong Design and Build with a weak Fuel means something different: the engine exists and nobody is operating it. That is the most common expensive failure we see, and the easiest to fix.

Learn it

Learn how to build your marketing engine. The 4% Code, free workbooks, and coaching if you want structure behind it.

Build it

Have our team build your marketing engine with you, then run it together for six months. There is no handoff at launch.

Run it

Have our team run and optimize your engine for you — strategy, campaigns, content and measurement, month after month.

However you start, you are working with us. The only question is how deep you go. Take the free Marketing Engine Audit at **xzito.com** to see which door fits, or book a strategy session to talk it through.

NEVER STOP KNOCKING · NEVER STOP MARKETING

You have the diagnosis. Now get the plan.

You just found out which parts of your engine are not running. The next question is what to fix first, in what order, and what it is worth — and that is a conversation, not a worksheet.

Book a free growth consultation. Bring your scored diagnostic. We will walk your lowest three components, tell you which one is costing you the most right now, and give you the order we would fix them in. No pitch required — plenty of people leave with a plan and handle it themselves.

WHAT YOU GET ON THE CALL

- Your three weakest components, read back to you plainly
- The one leak costing you the most revenue today
- The order we would fix them in, and why that order
- An honest answer on whether you need us at all

Book your free growth consultation

Scan with your phone camera

xzito.com/book-a-growth-conversation-xzito
or call 401-709-4342

Run this diagnostic again in twelve months. The number moving is the only proof any of it worked.