

EVALUATE



EVALUATE YOUR CURRENT STATE!

The first step in building a successful marketing strategy is understanding where you are today.

Do you know what is working and what is not? Are you aware of any existing gaps in your marketing foundation?

Examples of areas that you will want to review to gain a better understanding of your current foundation include:



YOUR PURPOSE (PLUS VISION & MISSION)



YOUR SUPERPOWERS (AND YOUR WEAKNESSES)



OPPORTUNITIES & THREATS



TARGET MARKET



GOALS & OBJECTIVES



YOUR ECOSYSTEM OF TOOLS

Ready to dive deeper into your journey? Schedule a [free 15-minute call](#) with a redMAP Guide!

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