

<b>Marketing Systems and Processes – Assessment Questions</b>	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neither agree nor disagree</b>	<b>Agree</b>	<b>Strongly agree</b>
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