

FOR B2B MARKETERS

# The Digital Marketing Health Check

A Scorable Readiness Framework for B2B Marketing Teams



# How to Use This Assessment

**This Digital Marketing Health Check is designed to help B2B marketing teams move from assumptions to evidence.**

It is not a theoretical audit, nor a maturity model for its own sake. Its purpose is simple: to provide a shared, objective view of your current marketing readiness, and to highlight where focus and investment will have the greatest business impact.

## **What This Assessment Is — and Is Not**

This assessment is:

- A practical diagnostic tool to evaluate your digital marketing foundations
- A way to prioritise actions, not to catalogue tools or tactics
- A framework to support data-driven conversations between Marketing, Sales, and leadership

## **This assessment is not:**

- A performance scorecard to “look good”
- A checklist to be completed optimistically
- A replacement for strategy or execution

Honest scoring is more valuable than a high score.

## **How to Complete the Assessment**

Each question should be scored on a scale from 0 to 2, based on observable evidence:

0 — Not in place

No documented process, tool, or consistent practice exists.

1 — Partially in place

Exists, but is informal, inconsistently applied, or limited to specific teams or campaigns.

2 — Fully in place

Documented, operational, and consistently used across teams.

⚠ **A simple rule:** if you cannot point to a document, dashboard, or repeatable process, the score should not be a 2.

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# The Digital Marketing Health Check



## 1. Technical Infrastructure & Performance

**A solid digital strategy starts with a technical foundation search engines — and users — can trust.**

Security certificates (HTTPS), site health monitoring, and error management (4XX/5XX) managed  
Website architecture is optimised for both human readability and search engine crawlers  
Core user journeys are frictionless (clear navigation, fast load times, minimal drop-offs)  
Abandoned sessions and key exit points are actively analysed and addressed  
Organic visibility is clearly tracked, including top keywords and comparison with top 5 competitors

Score (0-2)

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Section Score: /10



## 2. The GenEO Frontier (Generative Engine Optimization)

**Are AI-driven search engines able to understand, trust, and recommend your brand?**

Your brand or content appears as a direct answer in AI-generated results (AI Overviews, LLM responses)  
You actively analyse your brand's "AI search footprint" (how LLMs describe or reference your company)  
Key pages are structured using schema markup and entity-based SEO principles  
Content is written to answer explicit user intents, not just to rank for keywords  
Brand authority signals (expertise, references, citations) are consistently visible to AI systems

Score (0-2)

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Section Score: /10



## 3. Audience Insight & Brand Positioning

**A DMA helps companies understand where they actually stand in their digital marketing strategy versus where they think they are.**

Your Ideal Customer Profile is clearly defined (demographics, firmographics, psychographics, buying influence)  
ICP assumptions are validated using real customer, sales, or usage data  
Your Unique Value Proposition (UVP) is documented as a single source of truth  
The UVP is communicated consistently across website, content, ads, and sales materials  
Your brand personality is intentionally defined and recognisable across channels

Score (0-2)

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Section Score: /10



## 4. Marketing Technology & Data Governance

**Tools don't create performance — integration and governance do.**

CRM is fully integrated with marketing automation and lead generation tools  
Lead and customer data flows seamlessly across systems (no manual rework)  
Clear data governance policies are defined (ownership, access, compliance)  
Data security and encryption measures are actively enforced  
Data quality checks are performed regularly to ensure accuracy and consistency

Score (0-2)

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Section Score: /10



## 5. Analytics, Attribution, and ROI

**If you can't explain impact in business terms, marketing becomes a cost centre.**

A clear attribution model is defined (last-touch, multi-touch, or hybrid)  
Attribution logic is understood and accepted by both Marketing and Sales  
Success is measured using customer-centric KPIs, not vanity metrics  
Campaign performance is reviewed against pipeline and revenue impact  
Return on Marketing Investment (ROMI) can be calculated for recent campaigns

Score (0-2)

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Section Score: /10

# The Digital Marketing Health Check

## Overall Score & Interpretation

Based on a total score /50

### **0–20: Fragile Foundations**

Core gaps are limiting performance. Focus on fundamentals before scaling.

### **21–35: Operational but Inconsistent**

Good initiatives exist, but lack alignment, governance, or measurement.

### **36–45: Performance-Ready**

Strong foundations with clear optimisation opportunities.

### **46–50: GenEO-Ready Leader**

Your organisation is well-positioned for AI-driven search and sustainable growth.

This assessment provides clarity — but clarity alone does not create impact.

Your score highlights where your digital marketing foundations are solid, where they are fragile, and where focused action can unlock the greatest return. The real value lies in what you do next: turning insight into priorities, and priorities into measurable results.

If you want to go beyond the diagnosis and translate your results into a clear, actionable roadmap — aligned with your business objectives and your commercial reality — the next step is a conversation.

Let's review your scores together, challenge assumptions where needed, and define the most impactful actions to take next.

👉 Get in touch to discuss your results and next steps: [emmanuel-carpentier.com/contact](https://emmanuel-carpentier.com/contact)