

Marketing Chaos Audit Worksheet

Youbee Media



Self-Assessment Grid

Rate each marketing area below on a scale of 1 (low chaos) to 5 (high chaos).
Circle the scores that indicate areas needing attention. Be honest! This is for your benefit.

Marketing Area	Chaos Score (1-5)				
Website Performance	1	2	3	4	5
SEO Strategy	1	2	3	4	5
Social Media Engagement	1	2	3	4	5
Content Marketing Effectiveness	1	2	3	4	5
Email Marketing Performance	1	2	3	4	5
Paid Advertising ROI	1	2	3	4	5
Lead Generation Process	1	2	3	4	5
Customer Relationship Management (CRM)	1	2	3	4	5
Marketing Analytics & Reporting	1	2	3	4	5
Overall Marketing Strategy	1	2	3	4	5

Prioritisation Matrix

Transfer the circled items from the self-assessment grid to the matrix below. Plot each area based on its perceived urgency and impact. Use the notes section to elaborate on your reasoning.

Urgency vs. Impact Matrix

Important, but not urgent	Urgent and important
Not urgent, or important	Urgent, but not important

Notes:

Use this area to write down the important information related to why you've plotted a given marketing area at that specific position on the grid.

Strategic Fix Planner

Now, let's create actionable steps to address your highest priority areas. Focus on areas in the 'High Impact/High Urgency' quadrant first.

Area: _____

Problem Statement:

Proposed Solution:

Action Steps:

Resources Needed:

Timeline: _____

Responsible Person: _____

Repeat this section for each prioritised area. Remember, tackling marketing chaos is a journey, not a destination. Celebrate small wins and stay focused on continuous improvement!

