

FREE RESOURCE STANCIA

The B2B Marketing Audit

10 questions every founder should be able to answer before scaling their marketing.

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STANCIA

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HOW TO USE THIS CHECKLIST

These ten questions are not a trick. They are the questions I ask every new client in the first conversation, and the answers tell me more about the health of a business than any marketing audit report.

Work through each one honestly. If you can answer clearly, confidently, and with evidence, you are in a stronger position than most. If you find yourself hesitating, that hesitation is the brief.

Use the space beneath each question to jot your current answer. Revisit in 90 days. The change in your answers will tell you more about your marketing progress than any dashboard.

01

Can you describe your ideal customer in one sentence?

Why this matters: If you can't, your marketing will try to speak to everyone and reach no one. A precise ICP is the foundation everything else sits on.

Your answer / notes:

02

Do you know why customers chose you over a competitor?

Why this matters: Real win/loss insight shapes your positioning and your sales conversation. Without it you're guessing.

Your answer / notes:

03

Is your website generating qualified enquiries?

Why this matters: Your website should be your hardest-working salesperson. If it isn't converting, it's costing you.

Your answer / notes:

04

Do you have a clear go-to-market strategy for the next 12 months?

Why this matters: Tactics without strategy are just activity. A GTM plan connects your marketing spend to specific revenue outcomes.

Your answer / notes:

05

Can your sales team explain your positioning without a deck?

Why this matters: If sales can't articulate your differentiation from memory, buyers won't understand it either.

Your answer / notes:

06

Do you know your customer acquisition cost?

Why this matters: If you don't know what it costs to win a customer, you can't make good decisions about where to invest.

Your answer / notes:

07

Is your marketing activity tracked against revenue outcomes?

Why this matters: Vanity metrics are easy to produce. Revenue contribution is what matters to the board.

Your answer / notes:

08

Do you have content that supports every stage of the buying journey?

Why this matters: Awareness content without conversion content leaves buyers with nowhere to go. Most B2B companies are only doing one or the other.

Your answer / notes:

09

Are you building a brand or just generating leads?

Why this matters: Lead generation gives you this quarter. Brand building gives you next year. You need both, in the right proportion for your stage.

Your answer / notes:

10

Do you have the right marketing resource for your current stage?

Why this matters: A junior hire at Series A can set you back 18 months. A fractional CMO at seed stage can unlock investment-readiness faster than you expect.

Your answer / notes:

WHAT NOW?

If some of these answers felt uncomfortable, that is a useful signal.

It does not mean your marketing is broken. It means you have a clear starting point. Most businesses I work with are in exactly this position. Smart, well-run, with a product that works, and a marketing function that has never quite kept pace.

The Strategy Day is where we fix that. One focused day together, and you leave with a clear picture of where your marketing is, where it needs to go, and exactly what to do first.

Book a free 30-minute discovery call at stancia.co.uk/contact

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