



DOWNLOADABLE CHECKLIST



The Marketing Clarity Checklist

A practical self-check for
growth-stage B2B businesses.



Clarity before activity.

Start with the decisions
that shape better marketing.

Before you invest in more marketing...

make sure the thinking behind it is clear.

When marketing is not delivering the value it should, the instinct is often to do more: more content, more campaigns, more social media, more collateral, a website refresh or a new supplier. But more activity will only help if it is built on the right decisions.

This checklist is designed to help you assess whether your business is clear on what marketing needs to achieve, who it needs to influence, what it should be known for and where the strongest growth opportunity sits.

The aim is not to judge your marketing. It is to help you see where greater clarity could make your next marketing decision more focused, deliberate and commercially useful.

HOW TO USE IT

Tick only what is genuinely true today. Note which of the four sections, A to D, you leave most empty. At the end, the combination of your sections with the most gaps tells you where you need to focus.



What marketing has to achieve

Boxes ticked, out of 4:

- ☐ We can name the commercial outcome marketing must deliver, not just the activity it will produce.
- ☐ Our marketing goal is a result (shorter sales cycle, a new sector won) rather than motion (more leads, more awareness).
- ☐ Two people in the business would describe the goal of marketing the same way.
- ☐ We know what we are prioritising now and what we are deliberately leaving for later.

THE ONE THAT MATTERS

Cross out every activity word in your goal (awareness, more posts, etc.). Is there still a real outcome left standing?

THE GAP THIS CREATES

When this area is unclear, marketing can become busy without being purposeful. Activity may happen, but it is harder to know whether it is supporting the right business priorities or helping the business move towards a meaningful outcome.



Who we need to reach and influence

Boxes ticked, out of 4:

- ☐ We describe our audience by their role and motivation, not by labels like SMEs, corporates or decision-makers.
- ☐ We know what triggers their need and what they compare us against.
- ☐ We market to the people who recommend and shortlist us, not only the person who signs.
- ☐ We can name the person most likely to raise an objection we never get to hear.

THE ONE THAT MATTERS

Who recommends you internally but never signs the contract, and have you ever given them a reason to champion you?

THE GAP THIS CREATES

Deals are lost in rooms you are not in, because the people who shape the decision were never given a reason to back you.



What we want to be known for

Boxes ticked, out of 4:

- ☐ We can state in one sentence what we do best and why it matters.
- ☐ Our website and collateral reflect the business we are now, not the business we were two or three years ago.
- ☐ Our sales conversations do not start by explaining what we do from scratch every time.
- ☐ Three colleagues, asked separately, would describe us in roughly the same way.

THE ONE THAT MATTERS

If a prospect remembered only one sentence about you, what is it, and does your website actually say it?

THE GAP THIS CREATES

When this area is unclear, your market presence may not fully reflect the value of the business. This can place too much pressure on sales conversations because prospects need more explanation before they understand what you do, why it matters and why they should choose you.



Where the strongest growth sits

Boxes ticked, out of 4:

- ☐ We have identified where growth is most likely to come from, rather than defaulting to a campaign or a refresh.
- ☐ We have looked at existing clients and referrals, not only new prospects.
- ☐ We know what is currently blocking that opportunity.
- ☐ We chose the opportunity first, and let it decide the activity, not the other way around.

THE ONE THAT MATTERS

Name your single biggest growth opportunity. Did you name a source of growth, or just another tactic?

THE GAP THIS CREATES

Budget gets spread thin across activity that was never the real constraint, while the opportunity that matters goes untouched.

What your pattern reveals

The two sections you left emptiest point to a specific, named gap. This is the area to focus on, before any new activity.

My two emptiest sections are: AND

A + D

The Busy Drift

You are active but unanchored. Marketing produces motion without a defined outcome or a clear opportunity, so effort scatters and results are hard to attribute. The fix is direction, not more output.

B + C

The Quiet Business

You may be capable and credible, but the market does not clearly understand who you are or who you serve. Your sales team carries weight your marketing should carry. The fix is positioning and audience clarity.

C + D

The Hidden Value

Real growth is sitting in existing clients, referrals or an underused offer. The fix is to surface and package what you already have.

A + B

The Misfire Risk

You are close to spending without a clear picture of what success looks like or who needs to be convinced. It is the costliest pattern to leave unaddressed, because the activity will run but rarely land. The fix is clarity before commitment.

A + C

The Generic Operator

You are good at what you do, but neither the goal nor the message is sharp, so the market sees a capable supplier but not a differentiated one. Effort goes in, but little compounds. The fix is to define the outcome you are after and the one thing you want to be known for, before adding activity.

B + D

The Wrong Target

You have a clear goal and a message, but they are pointed at the wrong people and the wrong opportunity. The work lands, just not where the growth actually sits. The fix is to get specific about who you need to influence and where the strongest growth really is, then aim the existing effort there.



You have named the gap.

The harder part is closing it.

That is the work Brightside does. We help growth-stage businesses turn these four decisions into a practical brand and marketing strategy, and we can work through the areas where you have gaps with you. No pitch, just a straight read and a clear next step.

[START A CLARITY CONVERSATION](#)

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