

Does your digital marketing hit the mark? Score your company below to find out.

	Your score is 1 if:	Your score is 3 if:	Your score is 5 if:	Score
Social Media	You have a FaceBook page, a social media policy, and you routinely tweet	Your social media campaigns and listening platform keep you busy responding to customers	You employ a tool to manage tweets and posts and measure the ROI of your social media strategy	
Content Marketing	You create and post unique commentary, video, and other content when priorities allow	Your content marketing strategy is developed around the needs and habits of your target audience	You have a team dedicated to creating and curating content which you syndicate to others	
Search Engine Utilization	You optimize your content for search and purchase a few key words for defensive purposes	Search optimization is a routine element of your marketing campaigns	Content linking and social media campaigns purposefully bolster your search returns	
Mobile	You've mobilized a web site, created a minor app, and kept current with developing trends	Your websites, landing pages, and emails consider the experience of the mobile user	Understanding your audience's mobile habits you deploy mobile experiences and ads	
Channel Management	You monitor the flow through your acquisition funnel and improve it with occasional changes	You improve results through continual testing as you track efficacy of competitors' updates	Aggressive online channel management is considered a routine part of acquisition costs	
Integrated Marketing Campaigns	You simply replicate offline marketing materials into your website and your marketing emails	Your marketing campaigns regularly comprise emails and landing pages along with other interactions	You work with Sales to follow up on the leads you generate, measure and report on results	

Add to find your **dMi**

If your **dMi** is

Under 15

You're positioning yourself for future success but require resource prioritization and adoption of best practices.

Between 15 and 25

You've made significant headway in a relatively new sphere. A compelling business justification will propel you further.

Over 25

You're doing great! Just keep doing what you're doing now.