

Your Marketing Debt Calculator Report

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Your Report Overview

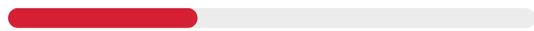
Thank you for taking the Marketing Debt Calculator

This report assesses your business across five core marketing systems that determine how effectively you attract, convert, and retain customers.

A **higher score** indicates strong foundations with lower marketing debt, while a **lower score** highlights gaps that are quietly slowing growth and increasing inefficiency.

In the sections below, you'll see where your systems are supporting scale, and where debt has accumulated. For each area, I've outlined what's working, what's holding you back, and the most important improvements to prioritise if you want your marketing to perform more predictably and efficiently.

Messaging and positioning



36%

High Marketing Debt

Content and authority



64%

Moderate Marketing Debt

CRM and nurture



56%

Moderate Marketing Debt

Conversion funnel and website



60%

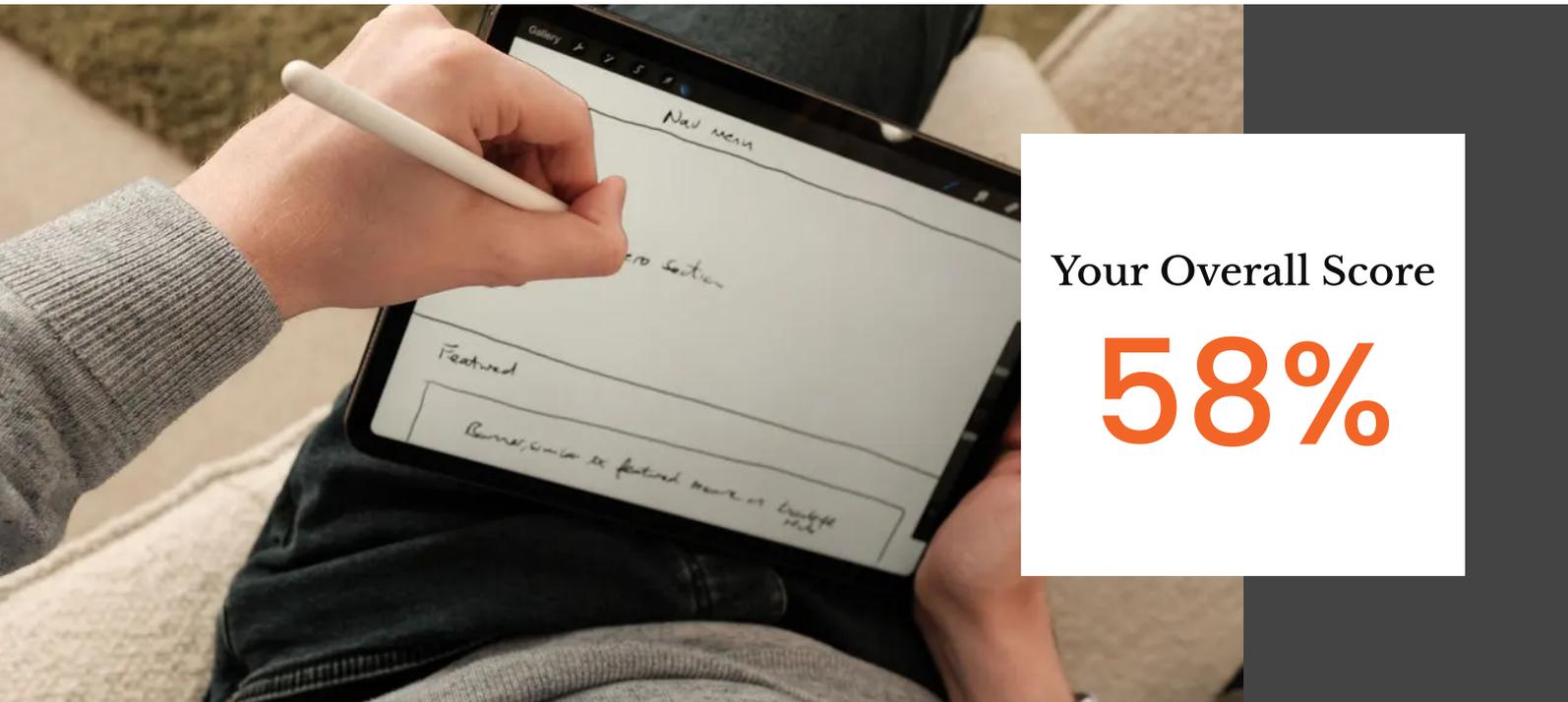
Moderate Marketing Debt

Reporting and visibility



72%

Moderate Marketing Debt



Your Overall Score

58%

Your Overall Score

This reflects the total level of marketing debt across the five core systems assessed in this report: Messaging and Positioning, Content and Authority, CRM and Nurture, Conversion Funnel and Website, and Reporting and Visibility.

Each system contributes equally to your final score. Higher scores indicate stronger foundations and lower marketing debt. Lower scores highlight systemic gaps that reduce efficiency, increase costs, and make growth harder to sustain.

This score is not meant to be a judgement. Instead, treat it as a diagnostic, helping to identify how well your marketing is set up to compound results over time, rather than relying on ad-hoc effort or individual tactics.

You scored overall: **Moderate marketing debt**

Your results indicate that you have some solid foundations in place, but you're also carrying pockets of marketing debt that are quietly limiting scale. Some systems are performing well, while others are inconsistent or underdeveloped, creating uneven and unpredictable results.

This is often the most frustrating stage: effort is being applied, but returns don't compound. The good news is that targeted improvements in the right areas can have an outsized impact. The sections below will show you where your biggest leverage points are.



Messaging and positioning

This measures how clearly and consistently your business communicates its value. Strong messaging means prospects instantly understand who you help, how you help, and why they should choose you. Weak positioning creates confusion, slows sales, and wastes marketing spend.

Your Score:

36%

**High
Marketing
Debt**

Messaging and positioning

Your score shows that your messaging is unclear, inconsistent, or undifferentiated. Prospects don't immediately "get it" when they encounter your brand, and when your positioning is fuzzy, your marketing feels expensive and ineffective.

If this isn't fixed, you'll keep bleeding resources: content won't convert, sales cycles will drag, and you'll lose opportunities to competitors with sharper positioning. Over time, this creates a credibility gap that undermines your revenue growth and leaves your team frustrated and unfocused.

Messaging and positioning: Tips to improve your score

1. Clarify your core message

If prospects can't immediately explain what you do and why it matters, your messaging isn't doing its job. Start by defining one clear statement that answers: who you help, the problem you solve, and the outcome you deliver. This becomes the anchor for every channel: website, sales, and content.

2. Align language across every touchpoint

Inconsistent messaging creates confusion and erodes trust. Audit your homepage, sales decks, LinkedIn profiles, and proposals to ensure they all communicate the same value in the same language. Alignment alone can dramatically improve conversion without increasing spend.

3. Build messaging from customer reality, not assumptions

Strong positioning comes from customer insight, not internal opinion. Interview recent buyers and lost deals to understand what actually resonated or caused hesitation. In my strategic engagements, this is often where hidden clarity gaps, and quick wins, are uncovered.



Content and authority

This looks at whether your content builds trust and attracts qualified leads. High scores mean you're publishing assets that prove expertise, showcase client wins, and consistently drive pipeline. Low scores suggest you're churning out ad-hoc content with little strategic impact.

Your Score:

64%

**Moderate
Marketing
Debt**

Content and authority

Your score shows you're doing some things well; you produce content, and parts of it work, but it's inconsistent or not clearly connected to revenue. You likely have pockets of authority, but not enough to move prospects through the funnel predictably.

Inconsistent authority leads to unpredictable pipeline. Some months content drives interest, other months it's silent. Prospects might see you as competent, but not as the obvious category choice. This inconsistency makes scaling difficult: campaigns land weakly, ads cost more, and your team isn't sure which content actually matters.

Content and authority: Tips to improve your score

1. Focus on content that supports sales

Your content has impact, but it's not consistently moving buyers forward. Map your content to different stages of the buying journey and identify where gaps exist. Strong authority content answers the questions prospects ask before they ever speak to sales.

2. Double down on what already works

Look at the last 90 days of content and identify which pieces drove conversations, engagement, or deals. Authority compounds when you repeat winning themes and formats instead of constantly starting from scratch.

3. Elevate insight of activity

If content feels busy but not influential, the issue is depth. Shift from surface-level commentary to insight-driven perspectives based on your experience, data, or frameworks. In done-with-you engagements, this is often the shift that moves teams from "present" to "respected."



CRM and nurture

This assesses how well you capture, track, and nurture leads. A healthy CRM ensures no opportunity slips through the cracks and every contact gets the right message at the right time. Without it, leads are lost, relationships stall, and revenue leaks out of the system.

Your Score:

56%

**Moderate
Marketing
Debt**

CRM and nurture

Your CRM is working in places, but not consistently. Some leads receive good follow-up, others get lost or stalled. You have the foundations of a nurture system, but it's not fully aligned or automated enough to drive predictable revenue.

This inconsistency creates revenue leakage. Deals take longer than they should, your pipeline feels unpredictable, and your sales team must work harder because prospects aren't being warmed or educated along the way. Over time, this stops you from scaling, because growth relies on systems, not manual effort.

CRM and nurture: Tips to improve your score

1. Segment before you scale

Generic nurture weakens impact. Review your database and segment contacts by intent, lifecycle stage, or service interest. Segmentation allows you to send fewer emails with higher relevance – improving engagement and conversion.

2. Align CRM stages with buyer reality

If your pipeline stages reflect internal process rather than buyer behaviour, forecasting and nurture will always feel off. Re-map stages around how prospects actually move from awareness to decision.

3. Replace manual chasing with smart triggers

Look for repetitive tasks your team handles manually – reminders, follow-ups, check-ins – and replace them with automation tied to behaviour. In done-with-you strategy engagements, this is where teams reclaim time while improving consistency.



Conversion funnel and website

This measures how effectively your website and funnel convert interest into action. Strong scores mean smooth, compelling customer journeys with clear next steps. Low scores point to friction, confusion, or poor optimisation that block prospects from becoming clients.

Your Score:

60%

**Moderate
Marketing
Debt**

Conversion funnel and website

Your funnel and website are partially working, but there are still points of friction and inconsistency. Some visitors convert, but many don't. You have the structure, but not the optimisation needed for reliable, predictable results.

This leads to inconsistent lead flow and unpredictable revenue. Small issues, like slow pages, unclear copy, buried CTAs, or clunky forms, compound into major drop-offs. Your sales team has to compensate for the funnel's weak spots, and campaigns become harder to scale because the conversion path isn't fully optimised.

Conversion funnel and website: Tips to improve your score

1. Identify and fix conversion drop-off points

Your funnel works, but not consistently. Review analytics and session recordings to identify where users exit or hesitate. Small optimisations at these points can unlock meaningful gains without a full rebuild.

2. Strengthen calls to action

If CTAs are vague or passive, conversion suffers. Replace generic prompts with clear, value-led actions that tell prospects exactly what they'll get next. Strong CTAs reduce uncertainty and increase follow-through.

3. Optimise for mobile and speed

A funnel that performs well on desktop but poorly on mobile is leaving money on the table. Review load times, form usability, and page layout on mobile devices. In done-with-you optimisation work, this is often a fast win with immediate impact.



Reporting and visibility

This evaluates how well you measure marketing performance. Strong visibility means you can track ROI, CAC, and pipeline contribution with confidence.

Without it, you're flying blind—making decisions on gut instinct, overspending on the wrong channels, and missing the chance to double down on what works.

Your Score:

72%

**Moderate
Marketing
Debt**

Reporting and visibility

Your data is partially useful, but fragmented. You track some metrics, but not consistently. You can see parts of the picture, but not the full story. This means insights are often delayed, incomplete, or open to interpretation.

This creates an unpredictable growth environment. You can't confidently scale campaigns, run experiments, or prioritise resources because you're unsure which levers truly matter. The result is hesitancy, slower decision-making, and marketing that never reaches its full potential.

Reporting and visibility: Tips to improve your score

1. Standardise reporting across channels

Inconsistent reporting formats make comparison difficult. Align definitions, timeframes, and metrics so performance can be evaluated objectively. This reduces debate and speeds up decisions.

2. Introduce a regular review cadence

Insight without action has no value. Set a recurring rhythm — weekly or monthly — to review performance, identify patterns, and agree on next steps. This turns reporting into a management tool, not a retrospective exercise.

3. Improve attribution where it matters most

You don't need perfect attribution everywhere. Focus on understanding which channels and content influence opportunities and closed deals. In done-with-you strategy engagements, this selective clarity often unlocks smarter budget allocation.

Next steps

If you want to go deeper into your results, you can book a short call to walk through your scorecard in detail. We'll identify where your marketing debt is costing you the most, prioritise the fixes that will have the biggest impact, and outline a clear plan for the next 90 days.

This isn't a sales call; it's a focused review designed to give you clarity, direction, and confidence about what to fix next and what can wait.

[BOOK NOW](#)

Explore working together

If your results highlighted deeper or more systemic marketing debt, working together may be the fastest way to resolve it. I help founder-led B2B businesses design and implement marketing systems that create clarity, consistency, and predictable growth — without relying on ad-hoc tactics.

Depending on where you are, this can range from strategic guidance and accountability to hands-on leadership and execution. If you'd like to explore whether this makes sense for your business, you can learn more about my services and the different ways I work with clients.

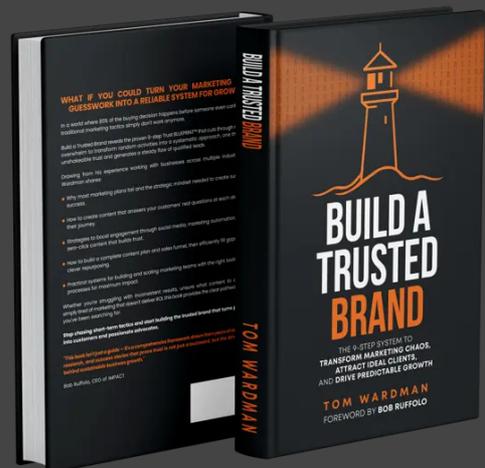
EXPLORE MY SERVICES

Build the foundations yourself

If you're not ready to bring in external support, but want to strengthen your marketing foundations in-house, my book *Build a Trusted Brand* is a practical place to start.

It breaks down how to create clarity in your messaging, build trust at scale, and design marketing systems that support long-term growth, without chasing trends or tactics. Many readers use it as a reference guide while tightening their positioning and internal processes.

GET YOUR COPY



Thank you

Thank you for taking the time to complete the Marketing Debt Scorecard and review this report. Assessing your marketing systems is a meaningful step, not because it highlights what's wrong, but because it brings clarity to what actually matters.

Marketing debt builds quietly. It's rarely the result of bad decisions, but of growth, complexity, and competing priorities. By understanding where that debt exists in your business, you're now in a stronger position to reduce inefficiency, improve consistency, and make smarter decisions about where to focus next.

If you'd like to go further, there are several ways to continue:

- Review your category results and prioritise the improvements outlined in this report
- Book a personalised score review to walk through your results and identify the highest-impact next steps
- Explore my services or resources if you're ready to strengthen your marketing systems more deeply

However you choose to move forward, the most important step is to act with intention: fixing the system, not just the symptom.

Thanks again for your time and attention.