



Marketing Skill Development Assessment Checklist

Are your marketing skills working as hard as they should? In today's rapidly evolving digital world, an unassessed or underdeveloped skill set costs you competitive edge, missed opportunities, and slower growth without you even realizing it.

This checklist gives you the exact blueprint top marketing leaders use to identify current

skill gaps, plan targeted development, empower their teams, and build a polished, professional, and highly capable marketing department ready for future challenges.

How to Use These Checklists:

1. Go through each item systematically.
2. Mark “[]” if the point is done or applies to your current situation.

3. Mark “[]” if the point is not done or needs attention.
4. For “[]” answers, note down specific issues and potential solutions.
5. Prioritize areas for improvement based on their potential impact on your goals.
6. Regularly revisit and update these checklists as your business and strategies evolve.

I. Define Business & Marketing Goals

Overall Business Objectives:
[] What are the key business objectives for the next 1-3 years (e.g., revenue growth, market expansion, new product launch)?

Marketing Department Goals:
[] How do the marketing department's goals align with overall business objectives?

[] What marketing initiatives are planned to achieve these goals?

Current Marketing Activities:

[] What marketing activities are currently being performed?

[] What new marketing activities are anticipated?

II. Identify Core Marketing Skills & Roles

List Essential Marketing Skills:

[] Brainstorm a comprehensive list of all marketing skills relevant to your current and future needs (e.g., SEO, content writing, PPC, social media marketing, email marketing, analytics, CRM management, video editing, graphic design, strategy, copywriting, market research, brand management).

Map Skills to Roles:

For each marketing role or team member, list the skills required for their position.
Identify Gaps Between

Current & Future Needs:

Based on your business goals and planned activities, what new skills will be required?

Are there any existing skills that need to be strengthened or updated due to industry changes?

III. Assess Current Skill Levels

Self-Assessment:

[] Have team members completed a self-assessment of their proficiency in each relevant skill (e.g., beginner, intermediate, advanced, expert)?

Manager Assessment:

[] Has the marketing manager assessed each team member's proficiency?

Performance Review Data:

Are insights from past performance reviews used to identify areas for development?

Project Performance:

Are skills weaknesses or strengths evident from recent project outcomes?

Peer Feedback:

Is peer feedback considered to gain a broader

perspective on skill levels?

Formal Testing/Certifications:

[] Are standardized tests or certifications considered to objectively assess certain skills?

IV. Analyze Skill Gaps

Individual Skill Gaps:

[] For each team member, identify the specific skills where there's a gap between current proficiency and

required proficiency.

Team/Departmental Skill

Gaps:

What are the most significant skill gaps across the entire marketing team?

Are there any critical skills where the team has no internal expertise?

Prioritize Skill Gaps:

Which skill gaps pose the biggest risk or offer the

greatest opportunity for achieving business/marketing goals?

Prioritize based on urgency and impact.

V. Develop & Implement Development Plan

Learning Resources:

Identify appropriate learning resources for each skill gap (e.g., online courses, workshops, conferences, certifications, mentorship,

books, internal training).

Individual Development Plans (IDPs):

Create individualized development plans for each team member, outlining specific goals, resources, and timelines.

Budget Allocation:

Is a budget allocated for training, courses, and other development resources?

Implementation & Tracking:

Is the development plan implemented and progress tracked regularly?

Mentorship/Coaching:

Are opportunities for mentorship or internal coaching explored?

VI. Review & Iteration

Regular Review:

Are skill development

plans reviewed periodically (e.g., quarterly) to assess progress and adjust as needed?

Impact Assessment:

[] Is the impact of skill development on marketing performance and business goals measured?

Continuous Learning Culture:

[] Is a culture of continuous learning and improvement fostered within the marketing team?

At Brand Shop, we provide strategic guidance and hands-on support in developing and implementing comprehensive growth marketing strategies.

What We Offer

Growth Strategy and Planning:

- Comprehensive business and marketing audits
- Goal setting and KPIs
- Target audience analysis and segmentation
- Tailored Growth Strategies and Roadmaps

Digital Marketing

Expertise:

- Google Search Engine Optimisation (SEO)
- Paid advertising (PPC, Social Ads)
- Content marketing strategy and execution
- Social media growth
- Email marketing automation
- Conversion Rate Optimisation (CRO)

Marketing Technology and Automation:

- Marketing software assessment and recommendations
- Implementation and optimisation of marketing automation
- Data and analytics setup (e.g., Google Analytics, CRM integration)
- Performance reporting and insights generation

1:1 Coaching and Workshops:

- Personalised guidance on growth marketing principles
- Training on specific marketing channels and tools
- Team workshops to foster a growth-oriented mindset

Consulting Services:

- Objective analysis and strategic recommendations
- Implementation support and project management
- Performance monitoring and iteration
- Long-term partnership for sustainable growth

Additional Areas of Expertise:

- Customer acquisition and retention strategies
- Marketing analytics and reporting
- Funnel optimisation

**If you're ready to move
beyond fragmented efforts
and build a strategic,
data-driven engine for
sustainable growth—
we'd love to connect.**



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