

## Take the PathDirect Email Marketing Readiness Test now

Simply answer the questions and choose the answer that best matches your current situation. Answer (1) means 1 point, answer (3) means 3 points. Add your score up and we'll help you evaluate where your needs are.

### Q1. How long have you been in business?

Score: [   ]

- 1) 1-2 years
- 2) 3-5 years
- 3) over 5 years

### Q2. Describe your business situation last year.

Score: [   ]

- 1) Low or negative growth (10% profit or less)
- 2) Moderate growth (10-20% profit)
- 3) Good Growth (20-30% profit)
- 4) Massive Growth (over 30% profit)

### Q3. What is the status of your contact lists?

Score: [   ]

- 1) Have no prospect or customer contact information
- 2) Have mainly customer contact information only (No prospect information)
- 3) Have prospect and customer records in a list but have infrequent or no contact
- 4) Have prospect and customer records and contact them regularly

### Q4. Do you currently share information with your prospects or customers?

Score: [   ]

- 1) No, not at all
- 2) Yes, in a flyer, brochure or standard info on our website
- 3) Yes, in a newsletter printed quarterly or less
- 4) Yes, in a newsletter printed monthly or bi-monthly
- 5) Yes, in an electronic newsletter on our website or through email, monthly or more.

### Q5. Do you currently track the response and conversions results of your marketing?

Score: [   ]

- 1) No, not at all
- 2) Yes, we know how much sales are generated and the ROI
- 3) Yes, we know our prospect to conversion ratio based on enquiry to sales numbers.
- 4) Yes, we track our leads to conversion ratios by stages closely. We know how much it costs us per new lead and the revenue we make per lead entering our system.

### Okay, we're done. Now add up the scores for your answers from question 1 to 5. Total Score: [   ]

Score 5-7: You need to start building your list consistently and contacting your clients regularly.

Score 8-10: You need to build a quality contact list, increase the points of contact and start communicating with your clients with more frequency.

Score 10-15: You need to organise your marketing efforts and start looking at how to improve your sales and profits with email marketing

Score 16-20: You're doing great. Now it's time to take your marketing up one notch and see how we can add more value to your integrated marketing campaign, online and in the real world.