



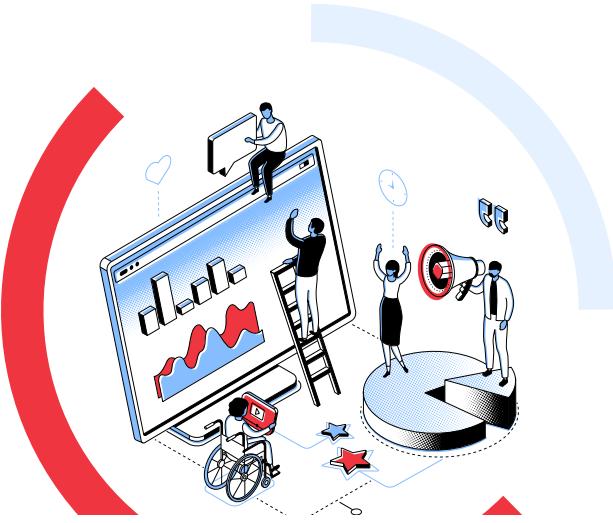
The I.M.P.A.C.T. Predictable Growth Marketing Scorecard

Feeling blind to which tactics really drive revenue?
Pinpoint your gaps across our six IMPACT pillars,
so you can move from budget guesswork to
forecasting confidence and scale revenue-
positive campaigns.

Simply answer 24 questions about your business's current marketing activities

- ➊ Answer just 24 quick questions in under 3 minutes
- ➋ Get your tailored, color-coded report instantly
- ➌ Enjoy full access at no cost

Powered by Construct Digital's proprietary IMPACT methodology



Why Even Top Marketing Teams Fall Short

Despite big budgets and sophisticated tech, too many B2B marketers can't translate spend into predictable pipeline—and it's not your fault.

1

Short-Term Tactics Trap

Chasing quick wins while neglecting long-term brand equity, leading to diminishing returns and unsustainable growth.

2

Generic Messaging Fatigue

One-size-fits-all copy that fails to connect emotionally, resulting in low engagement and poor conversions.

3

4

Outdated Channel Playbook

Reliance on familiar channels and manual processes means you're missing out on emerging platforms and automation efficiencies

Misaligned Targeting & Timing

Either the right audience isn't seeing your message—or you're reaching them at the wrong moment—so creative never reaches full impact

5

Vanity Metrics Overload

Too many teams measure clicks and impressions instead of demo requests or true closed-loop ROI, leaving leaders unable to prove marketing's value

How it works

Our six-pillar IMPACT methodology powers every question—and scores you on the core drivers of predictable, brand-aligned, revenue-positive marketing.



Insight-Driven Audiences

Insight-Driven Audiences
Know exactly who to target with fresh, data-rich personas.



Message-to-Heart Personalisation

Craft copy that resonates with each persona's pains and gains



Agile Media Adoption

Pilot and scale new channels fast to stay ahead of the curve.



Continuous A/B & Iteration

Run rapid tests and swap in new creative for peak performance.



Track-to-Revenue Analytics

See spend → pipeline → revenue in real time for data-driven pivots.

It only takes 3 minutes

Take the Marketing Impact Scorecard and discover
What You'll Walk Away With
how you can positively affect your bottom line by
identifying key areas of improvement.
Not just another marketing quiz. Here's exactly what
you'll get from the IMPACT Predictable Growth
Scorecard:

Find out my score NOW!



Your Personalised IMPACT Score

A traffic-light breakdown across six core areas, showing you where your marketing is strong, and where it's silently leaking revenue.



A Clear, Actionable Roadmap

No fluff. Just a focused, step-by-step plan mapped to your weakest IMPACT pillar so you can fix what's broken fast.



Insight-Led Recommendations

Tailored advice on how to sharpen your targeting, refine your messaging, and unlock ROI across platforms, based on your real answers.



Bonus: Access to Our Signature Webinar

Get invited to our next live strategy session, where we unpack the latest marketing plays and answer your questions in real time.

What do other businesses have to say?

Powered by **Score**



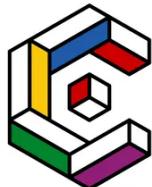
The Scorecard highlighted areas within our marketing strategy that needed attention. We were able to start to take actionable steps immediately.

Harmione Becket
CEO, The Widget Company



Having clarity around my marketing's strengths and weaknesses has been a game changer.

Jeff Andrews
CEO, The Widget Company



**CONSTRUCT
DIGITAL**

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