

Directions: Please print this out and assess your organization's current marketing and PR program.
 Keep in mind that you may be messy in some areas and thriving in others.
 When you become a member, Amplify will provide you with
 templates and instructions for every single one of these areas, to get you thriving.

AMPLIFY SUCCESS PATH

	MESSY	GROWING	THRIVING
CONTENT	Don't have a blog section set up on website.	Posting one piece of blog content a month	Posting 3-4 pieces of blog content a month
EMAIL NEWSLETTER	No email service provider set up	Have a master template set up	Sending out an enewsletter 1x/month or more
EMAIL LIST	No email list	Using a list-building opt-in	Regularly focusing on list-building online and offline
SOCIAL MEDIA POSTING	No social media channels set up	Posting 2 times a week on social	Posting 3-4 times a week on social
SOCIAL MEDIA STRATEGY	No social media plan	Using a social media editorial calendar	Posting to two different social media channels
PROACTIVE MEDIA	Not doing any proactive media outreach	Pitching 1 story a month to the media	Pitching 6-10 times a quarter based on editorial calendar research
METRICS	No idea on baseline numbers	Collecting metrics across all channels 2 times a year	Collecting and analyzing metrics across all channels 1 time a quarter



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