10-Point Marketing & Revenue Lead Leak Audit

A Diagnostic Resource & Action Framework by 1558 Brand Agency

> **About This Audit**
> This10-point self-assessment evaluates key operational touchpoints across brand strategy, marketing automation, lead qualification, and sales enablement. It pinpoints structural revenue leaks where qualified leads and potential income are lost.
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> **How to Run This Audit:**
> Work through the ten conversion leaks. Each question evaluates a critical touchpoint where prospective clients can slip out of your pipeline. For every area where your process falls short, mark it as a leak by checking that box. Use the scoring guide on the final page to calculate your overall system benchmark score, and review the paired 1558 Fixes to see how to bridge those operational gaps and stop losing qualified revenue.

1. Lead Source Tracking

Can you pinpoint which specific marketing channel generated each inbound lead? (e.g., website contact form, search ads, LinkedIn, trade shows)

- ◯ A. Yes, fully tracked & attributed in real-time (10 Pts)
- ◯ B. Partially: we track some channels, but miss others (5 Pts)
- ◯ C. No: we rarely know where leads originate (0 Pts)
- ◯ D. Uncertain: we don't track lead sources (0 Pts; Flagged: Tracking Leak)
- ◯ E. I don't know (Can't confirm details on this category) (0 Pts; Flagged: Visibility Leak)

🔍 **Quick Check:** Look at your last 3 inquiries. Can you trace back exactly where each person found you so it can be recorded?

🛠️ **1558 Fix:** Set up proper end-to-end tracking across your entire digital presence, including search engines, social platforms, website forms, and email systems. 1558 configures your analytics and tracking tools so you can stop guessing where your leads come from, pinpoint where prospects drop off, and make informed, data-driven decisions.

2. Immediate Lead Response

Is there an automated system or defined workflow that engages new inbound inquiries immediately upon submission?

- ◯ A. Yes, fully automated immediate engagement (10 Pts)
- ◯ B. Inconsistent: response time depends on manual follow-up (5 Pts)
- ◯ C. No automated or immediate response system (0 Pts)
- ◯ D. Uncertain: we don't track response times (0 Pts; Flagged: Response Leak)
- ◯ E. I don't know (Can't confirm details on this category) (0 Pts; Flagged: Visibility Leak)

🔍 **Quick Check:** Send a test message through your own website form right now. Do you receive an immediate automated confirmation, or does it wait for a human to see it?

🛠️ **1558 Fix:** Set up automated instant-response workflows that engage leads the moment they reach out. 1558 builds instant engagement funnels using email confirmations, SMS notifications, and team alerts so no warm lead gets left waiting.

3. Structured Nurture Sequences

Is there a standardized, multi-touch follow-up sequence for leads that don't close right away?

- ◯ A. Yes, active multi-touch automated nurture campaigns (10 Pts)
- ◯ B. Partial: occasional manual follow-ups or sporadic newsletters (5 Pts)
- ◯ C. No: unclosed leads receive no ongoing follow-up (0 Pts)
- ◯ D. Uncertain: we don't track lead nurturing (0 Pts; Flagged: Process Leak)
- ◯ E. I don't know (Can't confirm details on this category) (0 Pts; Flagged: Visibility Leak)

🔍 **Quick Check:** Think of a prospect who didn't buy. Are they receiving helpful, automated follow-ups from you right now, or did contact just stop?

🛠️ **1558 Fix:** Implement automated messaging programs that keep your brand in front of prospects over time. 1558 builds email drip campaigns, SMS workflows, and lead-nurturing sequences that build intent and guide leads through the buying process.

4. Dedicated Campaign Destination Pages

Does promotional or paid ad traffic land on dedicated landing pages matching the specific offer, rather than a generic homepage?

- ○ A. Yes, every campaign uses custom, targeted landing pages (10 Pts)
- ○ B. Sometimes: some ads go to specific pages, others to home (5 Pts)
- ○ C. No: all campaign traffic goes to our homepage (0 Pts)
- ○ D. Uncertain: we don't track campaign destinations (0 Pts; Flagged: Conversion Leak)
- ○ E. I don't know (Can't confirm details on this category) (0 Pts; Flagged: Visibility Leak)

🔍 **Quick Check:** If you run an ad for a specific service, does the link send people directly to a page focused on that topic or content, or just to your main website homepage?

✂️ **1558 Fix:** Create dedicated campaign landing pages that align directly with your marketing offers. 1558 designs custom, high-converting landing pages that guide visitors toward taking action without unnecessary distractions.

5. Target Audience & Lead Fit

Are the majority of inbound inquiries you receive a good fit for your services, budget, and target client profile?

- ○ A. Yes: most leads coming through are qualified, high-intent prospects that fit our ideal client profile (10 Pts)
- ○ B. Partially: we get good leads, but also spend considerable time sifting through bad fits or low budgets (5 Pts)
- ○ C. No: most inquiries are unqualified, wrong-fit, or price-shoppers that waste sales time (0 Pts)
- ○ D. Uncertain: we don't track lead quality or measure prospect fit (0 Pts; Flagged: Qualification Leak)
- ○ E. I don't know (Can't confirm details on this category) (0 Pts; Flagged: Visibility Leak)

🔍 **Quick Check:** Look at the last few inquiries you received. Were most of them actual target clients, or were they bad fits that wasted your team's time?

✂️ **1558 Fix:** Use clear messaging and pre-qualification questions to filter out bad-fit prospects on the front end. 1558 builds target personas and profiles, strategic messaging, and intake forms to qualify prospects before they reach your schedule.

6. Brand Positioning & Web Alignment

Does your current website and visual identity accurately reflect your company's full capabilities and positioning?

- ○ A. Yes. Our company's visual identity is clear, modern, and aligned with our strategy. (10 Pts)
- ○ B. Outdated in some areas or missing current service updates (5 Pts)
- ○ C. Outdated website/branding that hurts our credibility (0 Pts)
- ○ D. Uncertain: we don't gather brand perception feedback (0 Pts; Flagged: Brand Leak)
- ○ E. I don't know (Can't confirm details on this category) (0 Pts; Flagged: Visibility Leak)

🔍 **Quick Check:** Open your website on your phone right now. Does it look as high-quality and professional as the actual work you deliver to clients?

🛠️ **1558 Fix:** Update your website design and branding to reflect your true capabilities and positioning. 1558 provides strategic messaging frameworks, brand identity updates, and website builds that build trust with prospective buyers to ultimately generate leads.

7. Sales & Marketing Definition Alignment

Do sales and marketing operate under the exact same written criteria for a "qualified lead" (MQL/SQL)?

- ○ A. Yes, clearly defined and documented criteria shared by both (10 Pts)
- ○ B. Informal understanding, but no official documentation (5 Pts)
- ○ C. Disconnect or disagreement on what makes a lead qualified (0 Pts)
- ○ D. Uncertain: we don't have defined qualification standards (0 Pts; Flagged: Alignment Leak)
- ○ E. I don't know (Can't confirm details on this category) (0 Pts; Flagged: Visibility Leak)

🔍 **Quick Check:** If you asked someone in marketing and someone in sales to define a "good lead," would they give you the exact same answer?

🛠️ **1558 Fix:** Establish clear, shared definitions for what makes a lead qualified across your entire business. 1558 aligns business development strategies so marketing output connects directly with sales expectations and closing goals.

8. Sales Support Collateral

Are sales representatives equipped with up-to-date pitch decks, case studies, and digital proposal assets?

- ○ A. Yes, a complete library of modern pitch decks and case studies (10 Pts)
- ○ B. Basic materials available, but outdated or custom-made on the fly (5 Pts)
- ○ C. No standardized sales decks or case study assets (0 Pts)
- ○ D. Uncertain: we don't track sales collateral effectiveness (0 Pts; Flagged: Enablement Leak)
- ○ E. I don't know (Can't confirm details on this category) (0 Pts; Flagged: Visibility Leak)

🔍 **Quick Check:** When presenting to a prospect, does your team send a clean, updated deck/proposal, case study, or handout, or does everyone build their own on the fly?

🛠️ **1558 Fix:** Equip your sales team with polished presentations, case studies, and digital sales tools. 1558 develops custom pitch decks, case study assets, and collateral that reinforce your value and help close deals faster.

9. Database Reactivation

Is there a structured system for regular outreach to past contacts, unclosed proposals, and former clients?

- ○ A. Yes, consistent quarterly re-engagement campaigns active (10 Pts)
- ○ B. Sporadic outreach once or twice a year (5 Pts)
- ○ C. Past contacts and old quotes sit completely untouched (0 Pts)
- ○ D. Uncertain: we don't track database engagement (0 Pts; Flagged: Database Leak)
- ○ E. I don't know (Can't confirm details on this category) (0 Pts; Flagged: Visibility Leak)

🔍 **Quick Check:** Think of proposals sent over 6 months ago that didn't close. Has anyone followed up with them in an organized way recently?

🛠️ **1558 Fix:** Re-engage old contacts and unclosed quotes with targeted outreach strategies. 1558 designs database reactivation campaigns and automated messaging sequences that turn old leads back into active conversations.

10. Digital Retargeting & Presence

Are retargeting campaigns or ongoing content active to stay top-of-mind with recent website visitors?

- ◯ A. Yes, active retargeting campaigns and consistent content publishing (10 Pts)
- ◯ B. Inconsistent social posting with no formal retargeting ads (5 Pts)
- ◯ C. No retargeting ads or active content presence (0 Pts)
- ◯ D. Uncertain: we don't monitor site retargeting (0 Pts; Flagged: Visibility Leak)
- ◯ E. I don't know (Can't confirm details on this category) (0 Pts; Flagged: Visibility Leak)

🔍 **Quick Check:** Review your company's social feeds, ad accounts, or email updates to see if you have active campaigns keeping your brand in front of past visitors.

🛠️ **1558 Fix:** Run retargeting ad campaigns and consistent content to stay visible to recent website visitors. 1558 sets up digital retargeting strategies and content distribution that keep your brand top-of-mind until prospects are ready to buy.

Next Step: Continue to the following page to calculate your final audit score, review the diagnostic ranges, and identify the highest-priority areas for improvement.

The Scoring Model (100-Point Scale)

Option A: Fully Optimized & Tracked = 10 Points
Option B: Partially / Inconsistently Done = 5 Points
Option C: Not Doing This / Needs Improvement = 0 Points
Option D: Uncertain / Don't Track This = 0 Points (Flags a Data & Visibility Leak)
Option E: I don't know (Can't confirm details on this category) = 0 Points (Flagged: Visibility Leak)

Score Calculation Matrix

Selection Category	Check Count	Multiplier	Subtotal Points
Option A (Fully Optimized)		x 10 Pts	Pts
Option B (Partially Done)		x 5 Pts	Pts
Option C & D (No / Uncertain)		x 0 Pts	0 Pts
Option E (Can't Confirm/Don't know)		x 0 Pts	0 Pts
	FINAL TOTAL AUDIT SCORE:		**/ 100**

Diagnostic Score Ranges

- 80-100 Points | Optimized (Low Leakage Risk): Strong conversion systems in place. Your growth foundation is sound. Focus on scaling lead volume and fine-tuning your conversion rates.
- 50-75 Points | Moderate Revenue Leaks: You are generating interest, but dropping revenue downstream due to operational gaps in follow-up, positioning, or sales enablement.
- 0-45 Points | Severe Pipeline Leaks: Core operational leaks are actively diluting your marketing investment. Priority #1 is plugging funnel gaps before spending more on acquisition.

Ready to Plug Your Revenue Leaks?

A score under 80 means qualified prospects and sales revenue are actively escaping your pipeline. 1558 Brand Agency builds custom growth frameworks, automated nurture systems, and high-converting brand assets designed to close these exact gaps.

Claim Your Complimentary 1-on-1 Audit Review Session

Let our strategists review your diagnostic results, identify your highest-leverage conversion leak, and outline an actionable fix.

SCHEDULE YOUR CONSULTATION NOW