

MARKETING SCORECARD

So... how's your Brand really doing?

A clarity check for practices ready to grow with intention....



WHAT YOUR SCORE MEANS & HOW DIGITAL CONFETTI CAN SUPPORT YOU

For Medical Professionals

Score: 8–16 — Foundational Stage

You're at the beginning, and that's not a weakness. It's an opportunity.

At this stage, your expertise is clear but your brand foundation isn't yet doing it justice.

Patients or clients may struggle to understand:

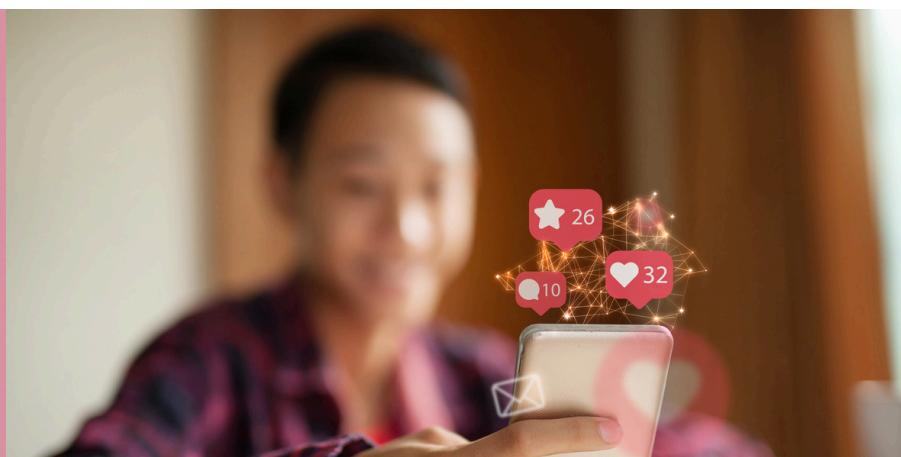
- what you specialise in
- who you serve
- how to take the next step

How Digital Confetti can assist you:

- Brand clarity & positioning development
- Visual identity setup (professional, compliant, trustworthy)
- Foundational social media or website structure
- Basic client journey mapping

👉 Book a 1-hour Brand Foundation Consultation

We'll clarify your positioning and create a clear starting point you can build from.



WHAT YOUR SCORE MEANS & HOW DIGITAL CONFETTI CAN SUPPORT YOU

For Medical Professionals

Score: 17–28 – Growing but Inconsistent

You're visible yes, but not always intentional.

You've started showing up online, but your brand may feel:

- inconsistent across platforms
- unclear in messaging
- strong in effort but weak in direction

This is where many medical professionals feel stuck and overwhelmed.

How Digital Confetti can assist you:

- Brand refinement & messaging alignment
- Content strategy & storytelling direction
- Website or social media optimisation
- Lead flow & booking journey improvement

👉 **Book a Strategic Brand Alignment Session**

We'll audit what's working, fix what's not, and create a clear strategy moving forward.



WHAT YOUR SCORE MEANS & HOW DIGITAL CONFETTI CAN SUPPORT YOU

For Medical Professionals

Score: 29–40 – Strong Brand with Optimisation Potential

Your brand is strong but now it's time to elevate it.

Your foundation is solid, but there's room to:

- strengthen authority
- deepen trust
- refine storytelling
- scale visibility with intention

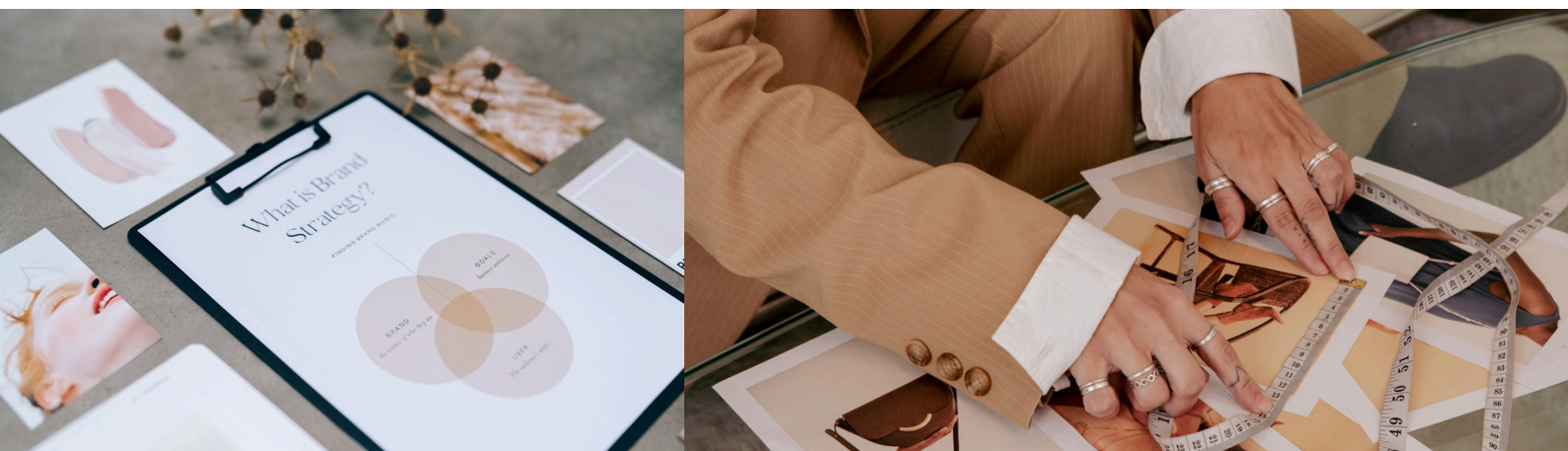
At this stage, small strategic shifts create big results.

How Digital Confetti can assist you:

- Advanced storytelling & thought leadership strategy
- Content systems & consistency planning
- Authority positioning for your medical specialisation
- Full brand experience optimisation

👉 **Apply for a Brand Growth & Authority Strategy Session**

We'll help you move from "present" to positioned as a leader in your field.



Score yourself based on your practice currently

How to score:

For each section below, rate yourself from **1 (Very Weak) to 5 (Excellent)** based on how accurately the statements reflect your current brand and online presence.

Be honest, this scorecard is for clarity, not perfection.

Area	Self-Assessment Questions	Score (1 to 5)
1. Brand Clarity	Can someone explain what you do within 5 seconds of viewing your profile or website?	
	Is your specialisation or core service immediately clear?	
	Is it obvious who you help and how you help them?	
2. Visual Identity Consistency	Are your colours, fonts, and visual style consistent across platforms?	
	Does your brand look professional and trustworthy?	
	Is your brand recognisable without seeing your name?	
3. Online Presence	Do you have at least one active and up-to-date platform?	
	Is your information easy to find and accurate?	
	Does your online presence reflect your expertise?	

Your Score ?

Area	Self-Assessment Questions	Score (1 to 5)
4. Content Consistency	Do you post content regularly (even if not frequently)?	
	Is your content aligned with your profession and audience?	
	Does your content have a clear purpose?	
5. Storytelling	Have you shared why you chose your profession or field?	
	Do people understand what motivates your work?	
	Does your content feel human and values-driven?	
6. Audience Trust & Authority	Do you educate or inform your audience?	
	Are your qualifications or experience clearly communicated?	
	Do people engage with or respond to your content?	
7. Lead Generation	Is it clear how someone can contact or book you?	
	Do you have a visible call-to-action?	
	Is the process simple and professional?	

Your Score ?

Area	Self-Assessment Questions	Score (1 to 5)
8. Client Journey	Is there a clear next step after someone discovers you?	
	Do you guide people from awareness to action?	
	Does the journey feel intentional?	
TOTAL SCORE		
	Score Guide <ul style="list-style-type: none">• 8–16: Foundational Stage• 17–28: Growing but Inconsistent• 29–40: Strong Brand with Optimisation Potential	

If you're ready to move from insight to action, Digital Confetti offers 1-hour strategy consultations designed to help you translate your score into a clear, ethical, and intentional brand direction.

To enquire or book a consultation, **contact us via WhatsApp on 065 914 0286, email ziphozethu@digitalconfettistudios.co.za, or call 079 856 2239.**

We look forward to helping you communicate your expertise with clarity and purpose.



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