

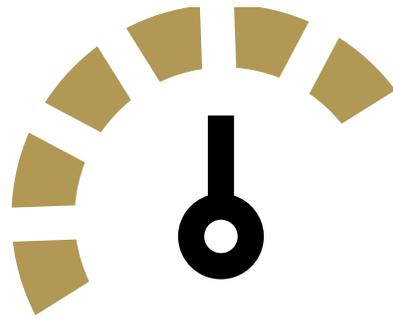
# HOW MIGHTY IS YOUR MARKETING?

*THE MIGHTY METER - Assess, Improve, and Elevate Your Marketing Performance*

GUIDE



[WWW.MIGHTYMARKETINGCO.COM](http://WWW.MIGHTYMARKETINGCO.COM)



# MIGHTY M E T E R

Most infrastructure firms waste thousands chasing leads. The **Mighty Meter™** shows exactly where you stand — and how to grow smarter. This document is designed to help you evaluate where your strategies may stand and identify areas for growth. By breaking marketing performance into different levels, we aim to give you a clear, actionable framework to assess your efforts and uncover opportunities for improvement. Whether you're building your brand visibility, enhancing customer engagement, or honing your ROI, this guide will empower you to make data-driven decisions that drive meaningful results. Get ready to unlock your marketing potential and rise through the levels with a targeted, focused approach!

**THESE LEVELS ARE BASED ON YOUR MIGHTY METER SCORE.  
USE THEM TO UNDERSTAND YOUR RESULTS AND SEE WHAT'S NEXT.**



# ZERO MIGHT

## *No Strategy (0-9 points)*

### **What this means:**

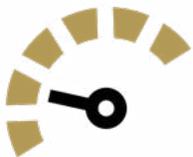
Your marketing has not yet been systematized. Most growth likely comes from relationships, reputation, or word of mouth rather than a repeatable strategy.

### **What's happening:**

This is common for capable organizations that have been focused on delivery and operations. Without clear positioning, messaging, and proof, growth can feel unpredictable or require extra effort to sustain.

### **What to focus on next:**

The priority at this stage is building a clear foundation — defining who you help, what you do best, and how that value is communicated. Even with limited resources, clarity creates momentum.



# MINIMAL MIGHT

## *Basic Presence (10-18 points)*

### **What this means:**

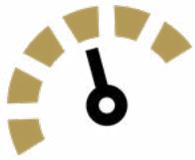
You've made progress, but your marketing foundation is still fragile. Effort exists, yet results may feel inconsistent or overly dependent on individual hustle.

### **What's happening:**

Many organizations at this stage are active, but without clear alignment between strategy, messaging, and execution. This can make growth harder than it needs to be.

### **What to focus on next:**

The opportunity is clarity. Sharpening positioning, tightening messaging, and establishing basic systems will help turn effort into more reliable outcomes.



## SLIGHT MIGHT

### *Reactive Marketing (19–27 points)*

#### **What this means:**

Your marketing is functional, but leverage is limited. You have capability, yet results may depend too much on timing, relationships, or manual effort.

#### **What's happening:**

This is often where organizations stall. Activity increases, but without tighter alignment and proof, larger opportunities remain harder to secure.

#### **What to focus on next:**

The next step is focus. Strengthening positioning, improving coordination with business development, and clarifying what differentiates you will unlock greater leverage.



## AVERAGE MIGHT

### *Proactive Growth (28–36 points)*

#### **What this means:**

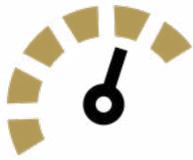
You've built a solid marketing foundation and are seeing consistent results. Your efforts are working — but they may not yet be compounding.

#### **What's happening:**

At this stage, the challenge is rarely effort. Instead, gaps in alignment, coordination, or systems can limit scalability and efficiency.

#### **What to focus on next:**

Integration matters most now. Aligning strategy, messaging, and execution across teams allows your existing efforts to scale more effectively in competitive markets.



# MAJOR MIGHT

*Aligned Marketing & Sales (37–45 points)*

**What this means:**

Your marketing and business development efforts are well-aligned and driving real momentum. You are positioned strongly within your market.

**What's happening:**

Growth is working — but as volume increases, small gaps in process, messaging, or ownership can quietly introduce friction.

**What to focus on next:**

Systematization is key. Refining systems, reinforcing consistency, and maintaining strategic oversight will help ensure momentum continues to compound rather than plateau.



# MAGNIFICENT MIGHT

*Advanced Optimization (46–56 points)*

**What this means:**

You've built a high-performing marketing engine. Strategy, messaging, and systems are working together to drive consistent growth and strong positioning.

**What's happening:**

Few organizations reach this level. The challenge now is not activity, but stewardship — protecting what works as scale, complexity, and competition increase.

**What to focus on next:**

Ongoing strategic oversight ensures focus, discipline, and adaptability. This helps preserve momentum, prevent dilution, and keep your growth engine resilient over time.

# CONCLUSION

Marketing success doesn't happen by chance. By understanding the levels outlined in the **Mighty Meter™**, you now have the blueprint to evaluate your current efforts and pinpoint where to improve. Progressing through these levels requires focus, reflection, and decisive action, but the rewards are equally transformational. With an elevated approach to your marketing strategy, you can connect with your audience in powerful ways and reach new heights of success. Use this document as your roadmap, and start taking meaningful steps today toward amplifying your marketing impact. The next level awaits!



# GROWING

## **GROWING INFRASTRUCTURE COMPANIES BY DRIVING SALES AND MARKETING RESULTS.**

### **ARE YOU LACKING MIGHT IN?**

- A marketing and sales funnel to obtain new customers.
- A relationship with current customers and clients.
- An increase in sales year over year.
- A high customer retention rate.
- Brand awareness and presence.

### **WHERE YOUR BUSINESS LACKS, WE CAN PUT THE MIGHT IN YOUR BUSINESS TO MAKE YOU MIGHTY.**

Our purpose is to create MIGHTY brands and marketing campaigns that bring life and energy to B2B infrastructure companies. We specialize in developing results-oriented marketing strategies that focus on the core purpose and values of each company. We leverage our experience and expertise to craft engaging stories that capture the attention of target audiences and fuel growth for our clients. We believe that creative, yet purposeful marketing is essential for success, which is why we strive to develop impactful campaigns for our clients that truly make a difference.

# YOUR NEXT STEP: FROM INSIGHT TO ACTION

## GET THE MIGHTY MARKETING PLAYBOOK PRO

**\$97**

A complete framework with tools and templates to strengthen your foundation.

[UNLOCK THE PLAYBOOK](#)

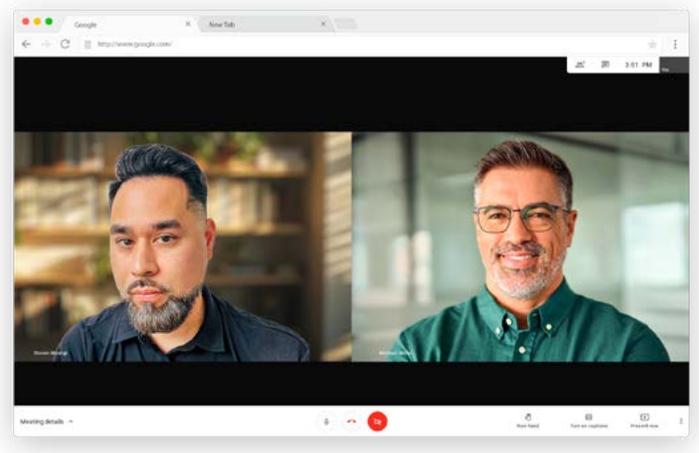


## BOOK THE MIGHTY MARKETING AUDIT

**\$1,500**

A focused 60-minute session with Steven Musngi, Fractional CMO, to uncover ROI opportunities in your pipeline. No guesswork. No wasted spend. Just clarity, strategy, and campaigns that make a difference. Boost recognition, attract clients, and drive lasting growth with Mighty Marketing.

[BOOK NOW](#)





**PUT SOME MIGHT IN YOUR MARKETING**



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