

Martech Stack Needs Assessment Worksheet

An Internal Audit of the Marketing Technology Stack



Marketing Technology	Product Name	Strengths	Opportunities	Weaknesses	Threats
Website CMS					
Website Host					
Website Domain Provider					
Website Prototyping Software					
Website Data & Insights					
SEO Insights					
Sales CRM					
Email Marketing					
Blog					
Landing Pages					
Forms					
CTA Buttons					
Customer Support/Help Desk					
Organic Social Media					
Paid Social Media					
PPC					
Survey Platform					
Point of Sale					
Event Ticketing Platform					
Product Database					
Call Tracking Software					
SMS Platform					
Video Repository					

