

AI Marketing System Scorecard

Review one marketing workflow. Tick a point only when you can show current evidence. Leave it blank if it is missing or unknown; note why in your action record.

These are Promptly Market review prompts, not a validated maturity scale or certification. An appropriate manual step can be part of a useful system.

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| 1 | The process has a clear starting event, whether manual or scheduled. | ☐ |
| 2 | Every stage has a named person responsible for its outcome. | ☐ |
| 3 | Important outputs link to their sources and recorded decisions. | ☐ |
| 4 | The team reviews results and records what to change next. | ☐ |
| 5 | Human approval and stop conditions match the risks of the task. | ☐ |
| 6 | Inputs, steps and the intended output are written down. | ☐ |
| 7 | There is a fallback if a tool fails or must be replaced. | ☐ |
| 8 | The team knows where the current plan, records and results live. | ☐ |
| 9 | Success has a defined outcome, measure and review date. | ☐ |
| 10 | Someone besides the builder can use the instructions. | ☐ |

Choose one gap to fix

Prioritise the consequence of a gap, not a target score. A checked box does not prove safety or better results. Record evidence, uncertainty and the next test.

Workflow / evidence reference

Next action and reason

Owner

Review date

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