



— FREE TOOLKIT · AI-MARKETING FOR GLOBAL B2B

# The AI-Readiness *Self-Audit.*

Score your B2B marketing against your competitors — and find out, in about twenty minutes, whether you're ahead, behind, and how fast you need to move.

## **What you'll do**

Paste one prompt into ChatGPT or Claude with your website, your tech stack, and 3–4 competitors. You'll get a side-by-side scoreboard across five dimensions, your top priorities, and a blunt read on your runway. You run it yourself. No call required.

## — HOW THE SELF-AUDIT WORKS

# Three moves. *Then read your score.*

You do the audit; the AI does the heavy lifting. The whole thing takes about twenty minutes.

1

### Open your AI

ChatGPT, Claude, or Gemini — whichever you already use. If it can browse the web, even better.

2

### Paste the prompt

Copy the prompt on page 4, drop in your website, your tech stack, and 3–4 competitors, and send it.

3

### Read your scoreboard

You'll get a score per dimension, a ranking against your competitors, and your top three priorities.

## — WHY IT WORKS

# It reads the whole operation. *Not just the symptom.*

Most "marketing reviews" stop at the channel that's underperforming. A content problem is usually a narrative problem; a pipeline problem is usually a measurement problem. This audit scores the five parts that actually decide whether modern B2B marketing works — for you and for the competitors you measure against.

— WHAT IT MEASURES

# Five dimensions of *a real operation*.

Each is scored 1–5. Score honestly — the point is to see clearly, not to feel good.

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## 1 Narrative & positioning

A clear, differentiated category story, or generic "we help businesses grow"?

**Strong:** an AI could write on-brand content straight from your site. **Weak:** every page sounds like your competitors.

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## 2 Content, SEO & GEO

Built on a strategy and structured to be found by search *and* by AI answer engines (ChatGPT, Perplexity, Google AI Overviews)?

**Strong:** you show up where buyers ask. **Weak:** sporadic posts nobody finds.

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## 3 HubSpot & RevOps

CRM and automation set up so marketing and sales share data, score leads, and measure pipeline?

**Strong:** the system tells you what's working. **Weak:** manual, leaky, and nobody trusts the numbers.

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## 4 Outreach

A repeatable, personalized outbound motion across LinkedIn and email?

**Strong:** a steady engine. **Weak:** occasional blasts when pipeline runs dry.

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## 5 Analytics & OKRs

Marketing tied to pipeline and revenue against clear goals?

**Strong:** every activity ladders to a number that matters. **Weak:** traffic and likes.

## — THE PROMPT

# Copy this into *ChatGPT or Claude*.

Replace the bracketed parts — your site, your stack, and your competitors — then send. That's the whole audit.

```
You are a senior B2B marketing operations strategist with 20+ years building and running marketing departments for global B2B companies. Audit how ready my company is to run an AI-powered marketing operation — a system of AI agents orchestrated by a senior operator — AND benchmark me against my competitors, so I know whether I am ahead or behind and how fast I need to move.
```

### MY COMPANY

- Website: [paste your URL]
- What we sell, and to whom: [one line]
- Current stack: [CRM, marketing automation, analytics, content/SEO tools]

### MY COMPETITORS (name 3-4)

- [Competitor 1 — website]
- [Competitor 2 — website]
- [Competitor 3 — website]

### HOW TO WORK

```
If you can browse the web, open every site — mine and each competitor's — and review the homepage, the main product or solution pages, and the blog. If you cannot browse, ask me to paste the key pages first. Judge competitors only on what is publicly visible, and say when you are inferring.
```

### SCORE EVERY COMPANY ON 5 DIMENSIONS (1-5 each)

1. Narrative & positioning — differentiated story, or generic?
2. Content, SEO & GEO — built on strategy and found by search AND AI answer engines?
3. HubSpot / RevOps — data shared, leads scored, pipeline measured? (Infer for competitors.)
4. Outreach — a repeatable, personalized motion (LinkedIn + email)?
5. Analytics & OKRs — tied to pipeline and revenue? (Infer for competitors.)

### GIVE ME BACK

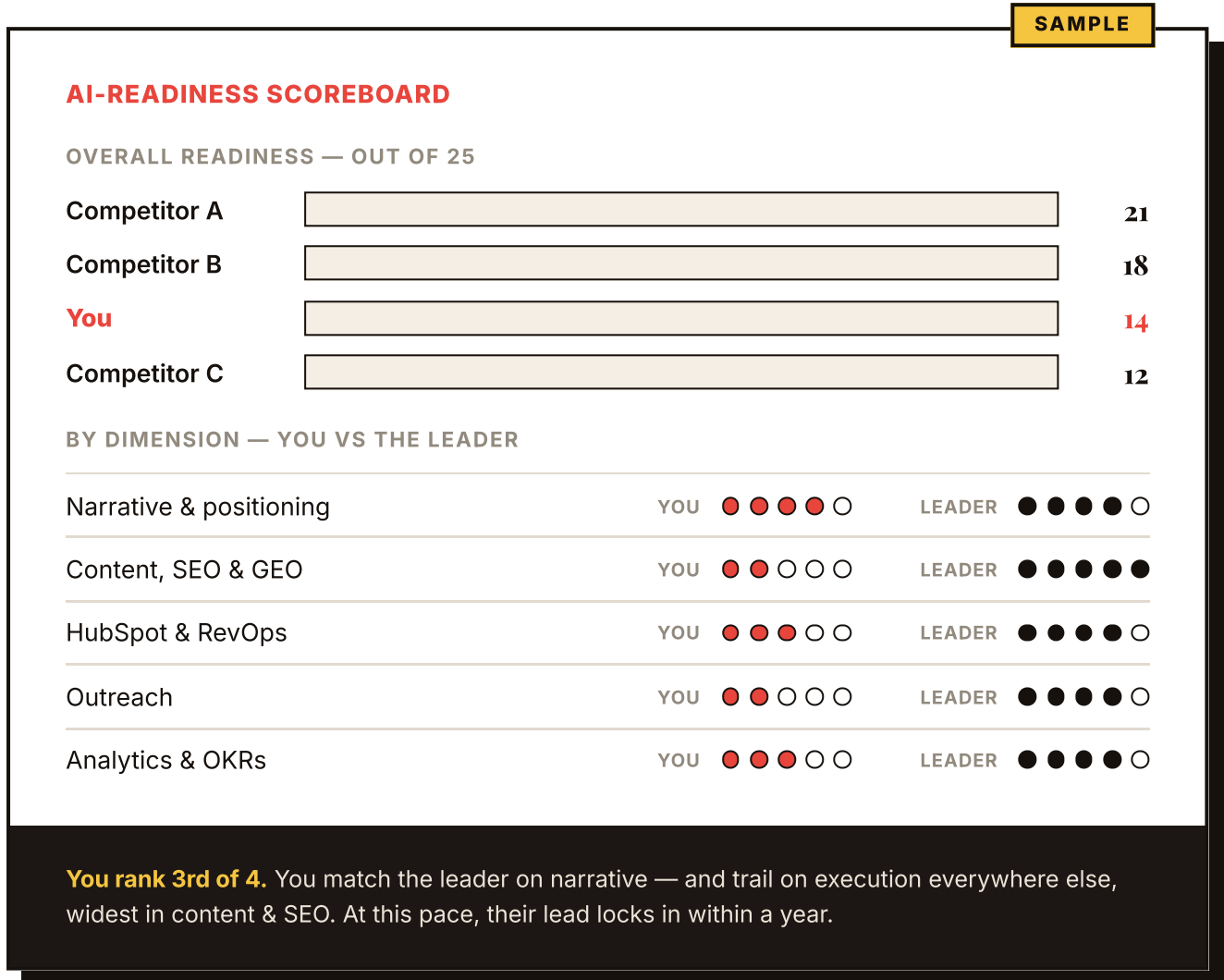
1. A one-line verdict: am I ahead, level, or behind — and how urgently I need to move.
  2. A comparison table: dimension | me | each competitor | who leads.
  3. Overall scores out of 25 for me and each competitor, ranked.
  4. The 2-3 places a competitor is clearly ahead of me, and what they are doing.
  5. My top 3 priorities to close the gap, each tagged: now / this quarter / this year.
  6. A blunt runway read: if I do nothing, how long before the gap is hard to close?
  7. Where would a 25-agent marketing operation move the needle fastest for me?
- ```
Be specific and direct. No flattery. Give me the version a sharp operator would tell me over coffee.
```

**Tip:** grab a one-click copy of this prompt at [teamstepup.com/ai-readiness-toolkit](https://teamstepup.com/ai-readiness-toolkit). If your AI can't browse, paste your homepage and a key page when it asks.

— WHAT YOU'LL GET BACK

# A scoreboard, *not a participation trophy.*

You against every competitor you named, dimension by dimension. (Sample shown.)



— READ YOUR NUMBER

#### 20–25 · Ready

The foundation is there. AI agents compound what's already working — speed becomes a real advantage.

#### 12–19 · Fix first

Promising, but AI amplifies what's broken. Repair the weak dimensions before you scale.

#### Under 12 · Foundations

Start with narrative and measurement. Until those are solid, no tool moves the number that matters.

— GOT YOUR SCOREBOARD?

# Now get the **human read.**

The prompt scores you. A senior operator can tell you what to do about it — what to fix first, what to ignore, and whether AI changes your trajectory this year. We take on three new marketing partnerships at a time. If your audit raised the right questions, let's talk.

**Apply for partnership → [teamstepup.com/partnership](https://teamstepup.com/partnership)**

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**StepUp**

AI-marketing for global B2B companies.  
We install the system. You own it.

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[linkedin.com/company/stepup](https://linkedin.com/company/stepup)