

Local Marketing Niche Selection Scorecard

Criteria	Description	Score (1-5)
Market Demand		
High demand in local area	Are there many businesses in this niche operating locally?	
Growing industry	Is the niche showing signs of growth or stability in the market?	
Seasonal fluctuations	Does the niche have seasonal peaks that align with your business model?	
Competition Analysis		
Number of competitors	How many businesses are already offering marketing services to this niche in your area?	
Competitors' service quality	What is the quality of competitors' services? Can you offer something better or different?	
Market saturation	Is the niche oversaturated with marketing service providers?	
Your Expertise and Interest		

Alignment with your skills	Does the niche align well with your current skills and expertise?	
Interest in the niche	Are you interested and passionate about this particular niche?	
Willingness to learn	Are you willing to learn and adapt to the unique requirements of this niche?	
Profitability Potential		
Profit margin potential	Does the niche offer a good profit margin for marketing services?	
Average project size	What is the average budget size of projects in this niche?	
Long-term client potential	Is there potential for long-term, recurring business in this niche?	
Niche-Specific Challenges		
Unique challenges of the niche	Are there specific challenges in this niche that you can handle or turn into opportunities?	
Regulatory environment	Are there any legal or regulatory considerations unique to this niche?	

Need for specialization	Does the niche require specialized knowledge or tools that you currently possess or can acquire?	
Network and Connections		
Existing connections in the niche	Do you have existing contacts or clients in this niche?	
Networking potential	Is there potential to build a network within this niche easily?	
Resource Availability		
Availability of tools and resources	Do you have access to the necessary tools and resources to serve this niche effectively?	
Staff and outsourcing options	Do you have the staff or the ability to outsource specific tasks required by this niche?	
Alignment with Business Goals		
Fits long-term business strategy	Does targeting this niche align with your long-term business goals and vision?	
Scalability	Is there potential to scale your services in this niche?	

Client Accessibility		
Ease of reaching clients	How easy is it to reach potential clients in this niche?	
Digital presence of the niche	Does the niche have a significant digital footprint, making online marketing viable?	
Personal Satisfaction		
Personal fulfillment	Will working in this niche bring you personal satisfaction and fulfillment?	
Work-life balance	Does working with this niche align with your desired work-life balance?	

Scoring Guide:

1. Very Low / Poor Fit
2. Low / Below Average Fit
3. Moderate / Average Fit
4. High / Good Fit
5. Very High / Excellent Fit

Instructions:

- Score each criterion on a scale of 1 to 5 based on its alignment with your capabilities, goals, and the market environment.
- Total the scores for a comprehensive view of which niche may be the most suitable for your marketing consultancy.

