

The
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Ride with

**Ginosca
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IS YOUR MARKETING READY FOR AI?

A Readiness Checklist and Diagnostic Scorecard for Small
Business Marketing Teams

Created by **Ginosca Cedeño**

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WHY THIS CHECKLIST EXISTS

AI is reshaping marketing. But most small business marketers are stuck between two extremes: doing nothing and waiting for clarity, or jumping into tools without a plan. Both cost time, money, and momentum.

This scorecard exists to give you a third option: a structured, honest assessment of where you actually stand — so you can make informed decisions about what to do next.

This is not another AI tool recommendation list. It is a diagnostic. You will evaluate your current marketing operations across five critical dimensions, score each one, and walk away with a clear picture of your readiness level and your highest-priority gaps.

HOW TO USE THIS SCORECARD

1. Read each statement in the five dimensions that follow.
2. For each statement, circle or mark your score:
 - 0 = Not yet** (This is not in place at all)
 - 1 = In progress** (We have started but it is inconsistent or incomplete)
 - 2 = Yes, fully** (This is consistently in place and functioning)
3. Total your subtotals at the end. Look up your readiness level on the interpretation page.
4. Review the next-steps recommendations for your level.

Time to complete: 15 – 20 minutes

Total possible score: 50 points (25 statements × 2 points each)

Best used: Quarterly, to track your progress over time

DIMENSION 1 OF 5

Workflow Maturity		Not yet	Partial	Yes
<i>How organized and repeatable are your current marketing processes? AI works best when it plugs into existing workflows — not when it replaces chaos with automated chaos.</i>				
1	We have documented, repeatable processes for our core marketing activities (content creation, email campaigns, social media posting, ad management).	0	1	2
2	We can identify which tasks in our marketing workflow are repetitive and time-consuming versus those requiring human judgment and creativity.	0	1	2
3	We use project management or workflow tools (such as Trello, Asana, Monday, or Notion) to track marketing tasks and deadlines.	0	1	2
4	Our team follows a consistent process for reviewing and approving marketing content before it is published.	0	1	2
5	We regularly audit our marketing workflows to identify bottlenecks, redundancies, and areas where time is being wasted.	0	1	2
Subtotal for this dimension:			_____ / 10	

DIMENSION 2 OF 5

Data Infrastructure		Not yet	Partial	Yes
<i>Do you have clean, accessible, and organized data? AI tools are only as good as the data they work with. If your data is scattered, outdated, or inaccessible, AI will amplify the mess rather than solve it.</i>				
1	We have a centralized location for customer data — whether that is a CRM, an email marketing platform, or a structured database or spreadsheet.	0	1	2
2	Our marketing analytics are set up and actively monitored (Google Analytics, social media dashboards, email platform reports, ad platform analytics).	0	1	2
3	We can easily access and export data from our marketing platforms when needed for reporting or decision-making.	0	1	2

4	Our customer and prospect data is organized, reasonably clean, and updated at least quarterly.	0	1	2
5	We track key marketing metrics consistently — such as customer acquisition cost, conversion rates, return on ad spend, or engagement rates — and know where to find them.	0	1	2
Subtotal for this dimension:		_____ / 10		

DIMENSION 3 OF 5

Team Capacity		Not yet	Partial	Yes
<i>Is your team ready — and willing — to adopt AI? Technology adoption fails without people who have the bandwidth, curiosity, and support to make it work.</i>				
1	At least one person on the team (or you, if you are a solo operator) has experimented with AI tools for marketing tasks — even informally.	0	1	2
2	Our team is generally open to learning new tools and adapting how they work, rather than resistant to change.	0	1	2
3	We have allocated — or can realistically allocate — dedicated time for learning and implementing new marketing tools and processes.	0	1	2
4	There is leadership support or personal commitment (if solo) for exploring AI as part of our marketing operations.	0	1	2
5	We have a clear understanding of who would own AI tool adoption, testing, and training within the team — even if that person is you.	0	1	2
Subtotal for this dimension:		_____ / 10		

DIMENSION 4 OF 5

Content Operations		Not yet	Partial	Yes
<i>How structured is your content creation process? AI can accelerate content production dramatically — but only if you have a foundation of brand guidelines, editorial processes, and asset organization already in place.</i>				
1	We have a content calendar or publishing schedule that we follow consistently across our active channels.	0	1	2
2	Our brand voice, tone, and visual guidelines are documented and accessible to anyone creating content for the brand.	0	1	2
3	We repurpose or adapt content across multiple channels rather than creating everything from scratch for each platform.	0	1	2
4	We have a system for storing and organizing marketing assets — images, copy, templates, brand files — so they are easy to find and reuse.	0	1	2
5	We regularly review content performance data to inform what we create next, rather than relying purely on intuition or convenience.	0	1	2
Subtotal for this dimension:		_____ / 10		

DIMENSION 5 OF 5

Strategic Clarity		Not yet	Partial	Yes
<p><i>Do you have clear marketing goals that AI can actually serve? AI is a tool, not a strategy. Without defined objectives, measurable targets, and a sense of what matters most, AI becomes another distraction rather than a force multiplier.</i></p>				
1	We have defined marketing goals with specific, measurable targets — not just vague aspirations like 'grow our social media' or 'get more leads.'	0	1	2
2	We can articulate which marketing challenges we most want AI to help solve and can rank them by priority and impact.	0	1	2
3	We understand the difference between tasks that should stay human (relationship-building, strategic judgment, creative direction) and tasks that could benefit from automation.	0	1	2
4	We have a budget — even a small one — allocated or earmarked for marketing tools and technology, separate from our ad spend.	0	1	2
5	We have a timeline or roadmap for when we want to see specific marketing improvements, so AI adoption connects to real deadlines rather than open-ended experimentation.	0	1	2
Subtotal for this dimension:		_____ / 10		

YOUR TOTAL SCORE

Workflow _____ + Data _____ + Team _____ + Content _____ + Strategy _____ =

TOTAL: _____ / 50

YOUR READINESS LEVEL

Find your total score below to understand where you stand — and what to focus on next.

Score	Level	What this means
0 – 16	EXPLORER	You are in the early stages of building the marketing foundations that AI requires. This is not a bad place to be — it means you are asking the right questions before investing in tools. Your priority is strengthening your workflows, data, and strategic clarity before adding AI complexity. Focus on the dimension where you scored lowest first.
17 – 33	BUILDER	You have meaningful foundations in place but still have gaps that would limit AI effectiveness. You are ready to start experimenting with AI in targeted areas — particularly the dimensions where you scored 7 or above. For dimensions below 5, focus on building those foundations before layering on AI. You are in the sweet spot for strategic, incremental adoption.
34 – 50	ACCELERATOR	Your marketing operations have the structure, data, team readiness, and strategic clarity to support meaningful AI integration. You are ready to move from experimentation to systematic implementation. Your next step is selecting specific workflows for AI augmentation, starting with the highest-impact, lowest-risk areas. Look at any dimension below 8 as your remaining growth edge.

READING YOUR DIMENSION SCORES

Your total score tells you your overall readiness level. But your dimension subtotals tell you where to focus. Look for the pattern:

0 – 3 in a dimension	This is a foundational gap. Address it before expecting AI to help in this area. AI will not fix a broken process — it will automate the brokenness.
4 – 6 in a dimension	You have partial foundations. AI can support some tasks in this area, but you will get more value by shoring up the gaps first. Target the specific checklist items you scored 0 on.
7 – 10 in a dimension	This dimension is strong. AI tools can be integrated here with confidence. Start your AI adoption in the dimensions where you score highest — that is where you will see the fastest, most reliable results.

YOUR NEXT STEPS

If you scored **EXPLORER (0 – 16)**

Your immediate priority is building foundations, not adopting AI tools. Here is your 30-day action plan:

Week 1: Document your three most time-consuming marketing tasks from start to finish. Write down every step, who does it, and how long it takes. This is your workflow baseline.

Week 2: Centralize your data. Pick one platform (even a spreadsheet) and consolidate your customer contacts, campaign results, and key metrics into one accessible location.

Week 3: Set three specific, measurable marketing goals for the next 90 days. Tie each goal to a number you can track weekly.

Week 4: Retake this assessment. Your score will likely have improved by 5–10 points — and you will have the clarity to start exploring AI tools with purpose.

If you scored **BUILDER (17 – 33)**

You are ready for targeted AI experimentation. Here is how to start without overcommitting:

Start with your strongest dimension. Identify the dimension where you scored highest and pick one specific task within it to augment with AI. For example, if Content Operations is your strongest area, try using an AI tool to draft social media captions from your existing content calendar — then edit for brand voice.

Fix your weakest link first. Identify the dimension where you scored lowest. Spend two weeks addressing the specific checklist items you scored 0 on. You do not need to reach a perfect 10 — getting from 2 to 5 in a weak dimension is more valuable than going from 8 to 10 in a strong one.

Set an AI experiment timeline. Give yourself 30 days to test one AI tool in one workflow. At the end of 30 days, evaluate: did it save time? Did it maintain quality? Did it reduce friction? If yes, expand. If no, try a different workflow or tool.

If you scored **ACCELERATOR (34 – 50)**

Your foundations are strong. Now it is time to move from experimentation to systematic implementation:

Map your AI integration roadmap. Rank your marketing tasks by two criteria: repetitiveness (how often it happens) and time cost (how long it takes). The tasks that are both highly repetitive and time-intensive are your highest-priority AI candidates.

Build AI into your SOPs. For each workflow you automate or augment, update your standard operating procedures to include the AI step — what tool is used, what the human review process looks like, and what quality benchmarks the output must meet.

Measure and iterate quarterly. Retake this assessment every quarter. Track how your dimension scores shift as you integrate AI. Use the results to identify which areas are strengthening and which need attention. The goal is not a perfect 50 — it is consistent, informed progress.

ABOUT MY RIDE

I'm **Ginosca Cedeño** — a trilingual (Spanish, English, French) an AI Integration & Creative Strategist based in Miami, specializing in AI-powered brand growth for small and midsize businesses.

My career has taken me through television programming, media licensing, content acquisition, and enterprise client success across Paris, Montreal, and Miami. That global path taught me how to connect creative storytelling with business strategy — and now I bring that same lens to helping SMBs navigate AI.

I work with founders and marketing teams to bridge the gap between AI hype and AI readiness — helping them figure out where they actually stand, what to prioritize, and how to build workflows that integrate AI without losing the human edge that makes their brand resonate.

My practice, The Br-AI-ght Ride, is built around a simple belief: the businesses that will thrive in the AI era are the ones that approach it strategically, not reactively.

KEEP BUILDING YOUR AI READINESS

Visit ginoscacedeno.com for more frameworks, tools, and strategic resources designed for small business marketers navigating the AI landscape.

Connect on LinkedIn: [linkedin.com/in/ginoscacedeno](https://www.linkedin.com/in/ginoscacedeno)

Share this checklist with someone whose marketing needs an AI reality check.