The Marketing System Index 2026: Key Facts

142 business owners · May 2024 to September 2026 · Score measures marketing effectiveness, not business success

Findings to quote

7 in 10

business owners could not name the marketing that brought in the most revenue in the last 90 days.

115 owners

29

out of 100: the typical business's marketing effectiveness score. 2 in 3 owners scored below 40.

142 owners

3 in 10

send an automatic first reply when someone shows interest. 4 in 10 have a form on their website for it.

77 owners

7 to 10x

Top-scoring owners are this much more likely than low scorers to have ways to catch interest and track sales in place. On the message, the gap is about 2 times.

Top quarter against bottom half, 18 to 56 owners per question

6 in 10

owners send no email newsletter. Those who send one score 40 on average, against 27.

77 owners

25 and 26

Average scores for creative and media businesses and for real estate professionals, against 41 for consultants.

16, 34 and 14 owners

ABOUT THE INDEX

The Marketing System Index is a benchmark from JFP Studios Research. The 2026 Edition draws on 142 business owners who completed the JFP Marketing Scorecard between May 2024 and September 2026. It measures how effective a business's marketing is at winning, following up with and keeping clients.

ABOUT JFP STUDIOS

JFP Studios is a Brooklyn brand strategy, media production and marketing studio founded by Jordi-Lakeem Foster. It works with real estate professionals, service businesses and consumer brands.

HOW TO READ IT

Owners chose to take the scorecard and answers are self-reported, so figures describe these owners and not all businesses. No margin of error is given because the sample is not random. Many strong businesses grow on reputation and relationships alone; a low score is not a verdict on a business.

HOW TO CITE

JFP Studios. The Marketing System Index, 2026 Edition. Brooklyn, NY: JFP Studios, October 2026.

MEDIA CONTACT

Jordi-Lakeem Foster, Founder and Lead Researcher · jordi@jfpstudios.org