**Marketing audit**

Insert client name here if you wish

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Marketing Audit

Ranking vs. competitors for keyword phrases:

No. of inbound links:

Is there a blog?

If so, how often are posts published?

Is the content compelling?

Does the content include Calls To Action?

Does the site and/or blog have keyword optimized content, page titles, descriptions, images and headers?

Are there social media sharing buttons/icons?

Is there an active, responsive social media presence?

If so, where (Facebook, Twitter etc)?

Is there a contact form on the site?

Can visitors subscribe or sign up to receive updates?

Is there an effective enticement offered to sign up?

Is the email list segmented?

Do follow up messages and broadcasts serve the overall business needs and strategy?

Questionnaires

Marketing Audit Questionnaire

## Have you defined your ideal customer?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Yes, absolutely |  | Somewhat |  | No |  | I don’t know what this means |

## Does Your Business have an account on facebook?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Yes |  | No |  |  |  |  |

## Does Your business have a twitter account?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Yes |  | No |  |  |  |  |

## Does your business have accounts on other social media platforms? Tick all that apply:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Google+ |  | LinkedIn |  | YouTube |  | Pinterest |

## If you have other social media accounts for your business please list them here:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |

## Is your business using social media to build brand awareness, increase engagement and drive traffic?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | All of these |  | Some of these |  | No |  | Unsure |

## Do you have offers/giveaways on your site to entice visitors and subscribers?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Yes |  | No |  |  |  |  |

## If yes, please tick all that apply:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | eBook |  | eCourse |  | Whitepaper |  | Video/Webinar |

## Is your business using social media to build brand awareness, increase engagement and drive traffic?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | All of these |  | Some of these |  | No |  | Unsure |

## How many of your website visitors convert into leads?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |

## How many of your website visitors convert into subscribers?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |

## How many of your website leads convert into customers?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |

## how many landing pages do you have on your site?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |

## are these landing pages the same for every visitor or are they targeted and tailored to meet the visitors’ needs?

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | |  | |  |  | | |  |  | | |  |  | | |
|  | | The same | |  | Targeted | | |  | Unsure | | |  |  | | |
|  |  | |  | | |  |  | | |  |  | | |  |  |

## how often do you send out email messages?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |

## are these email messages segmented?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Yes |  | No |  | Unsure |  |  |

## Do you have website analytics in place?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Yes |  | No |  | Unsure |  |  |

## do you analyze your social media impact and interactions?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Yes |  | No |  | Unsure |  |  |

## Do you connect with your leads via social media?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Yes |  | No |  | Unsure |  |  |