



# Digital Marketing Audit

This checklist will help you assess your current digital marketing, from activities and channels to strategy and content. Answer YES or NO to each question.

## DO YOU CURRENTLY DO ANY OF THE FOLLOWING MARKETING ACTIVITIES?

MARKETING ACTIVITIES AND CHANNELS	✓	X
Website clearly convey company's USP (Unique Selling Proposition)?	<input type="checkbox"/>	<input type="checkbox"/>
Social media platforms: Facebook, LinkedIn, Instagram, etc.	<input type="checkbox"/>	<input type="checkbox"/>
Blogging	<input type="checkbox"/>	<input type="checkbox"/>
Email marketing and automation	<input type="checkbox"/>	<input type="checkbox"/>
Search Engine Optimization (SEO) to enhance online visibility	<input type="checkbox"/>	<input type="checkbox"/>
Utilization of web analytics tools, eg. Google Analytics	<input type="checkbox"/>	<input type="checkbox"/>
Online advertising including Pay-per-click or display ads	<input type="checkbox"/>	<input type="checkbox"/>
Social media advertising: LinkedIn, Facebook, ect.	<input type="checkbox"/>	<input type="checkbox"/>
Offline/In person events: conferences, seminars, trade shows, etc.	<input type="checkbox"/>	<input type="checkbox"/>
Online events: webcasts, webinars, podcasts	<input type="checkbox"/>	<input type="checkbox"/>
MARKETING STRATEGY	✓	X
Developed specific and measurable marketing goals	<input type="checkbox"/>	<input type="checkbox"/>
Consistent reporting on key marketing metrics, weekly/monthly	<input type="checkbox"/>	<input type="checkbox"/>
Segmentation of leads and customers to tailor marketing efforts	<input type="checkbox"/>	<input type="checkbox"/>
Clear processes in place for lead generation	<input type="checkbox"/>	<input type="checkbox"/>
Creation of customer personas reflecting the unique needs of your target audience	<input type="checkbox"/>	<input type="checkbox"/>
Defined lifecycle stages/marketing funnel	<input type="checkbox"/>	<input type="checkbox"/>
Maintenance of clean, up-to-date, and reliable data	<input type="checkbox"/>	<input type="checkbox"/>
Mapping of the Customer Journey to enhance user experience	<input type="checkbox"/>	<input type="checkbox"/>
Clear definition of your ideal customers	<input type="checkbox"/>	<input type="checkbox"/>



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## DO YOU CURRENTLY DO ANY OF THE FOLLOWING MARKETING ACTIVITIES?

<b>MARKETING CONTENT</b>	<b>✓</b>	<b>X</b>
Development of content aimed at attracting and converting visitors into leads	<input type="checkbox"/>	<input type="checkbox"/>
Alignment of content with your customer personas and their buying cycle	<input type="checkbox"/>	<input type="checkbox"/>
Optimization of content around relevant keywords related to products/services	<input type="checkbox"/>	<input type="checkbox"/>
Incorporation of Calls-to-Action (CTA) buttons on your website to encourage lead generation	<input type="checkbox"/>	<input type="checkbox"/>
Creation of dedicated Landing Pages and forms to capture leads effectively	<input type="checkbox"/>	<input type="checkbox"/>
Presence of a blog or email sign-up form on your website to engage visitors	<input type="checkbox"/>	<input type="checkbox"/>
Implementation of automated marketing campaigns to streamline lead nurturing processes	<input type="checkbox"/>	<input type="checkbox"/>