

MARKETING AUDIT CHECKLIST

BREAKTHROUGH SEO
MARKETING



Review your company's marketing strategy. How effective are your branding, website, and marketing campaigns?



WHY DO A MARKETING AUDIT?

A marketing audit is a thoughtful review of your marketing plan, objectives, strategies, and current activities to gain recognition, support the sales team, introduce new lines of business, etc. The goal is to see what's working and what isn't, so you can identify areas for improvement. A successful marketing audit will help you pinpoint your marketing strengths and weaknesses so you can make solid decisions about where to put your resources in the future. Here are five reasons a marketing audit is recommended.

1. A marketing audit helps you realign your marketing activities with your goals.
2. You can see what is and isn't working for your business.
3. You gain exposure to new ideas and different strategies.
4. You can get in-depth insight into your competitors.
5. You can decide how to better spend your marketing budget and allocate resources efficiently and productively; and see where they can create the greatest benefit toward meeting goals and objectives.

Breakthrough
SEO  **Marketing**
Differentiate yourself

BRANDING

HOW IS THE COMPANY PERCEIVED?

1. IS OUR LOGO UP-TO-DATE AND RELEVANT? DOES IT REPRESENT THE COMPANY TODAY?

2. IS OUR COMPANY STORY BEING EFFECTIVELY TOLD? HOW COULD IT BE IMPROVED?

3. DOES OUR 'BRAND VOICE' EFFECTIVELY TALK TO OUR TARGET AUDIENCE? HOW WOULD WE KNOW?

4. ARE OUR MARKETING MATERIALS UP-TO-DATE? WHAT NEEDS TO BE DONE?

5. ARE OUR COMMUNICATIONS MATERIALS CONSISTENT WITH OUR BUSINESS IDENTITY AND IMMEDIATELY RECOGNIZABLE AS BELONGING TO OUR BUSINESS?

6. DOES OUR SALES TEAM HAVE EVERYTHING THEY NEED TO EFFECTIVELY SELL OUR COMPANY'S PRODUCTS AND SERVICES?

7. ARE OUR REFERRAL PARTNERS EQUIPPED WITH WHAT THEY NEED TO SEND US CLIENTS?

BRANDING

HOW IS THE COMPANY PERCEIVED?

8. ARE WE PARTICIPATING IN CONFERENCES AND TRADESHOWS? DO OUR MATERIALS STAND OUT?

9. WHAT UNIQUE SELLING PROPOSITIONS HELP US STAND OUT IN OUR MARKETPLACE?

10. IS OUR BRAND IMAGE CONSISTENT WITH OUR PRODUCTS AND SERVICES IN THE EYES OF OUR CUSTOMERS? HOW WOULD WE KNOW?

11. DO WE ACTIVELY MANAGE OUR BRAND, PRODUCT, OR COMPANY IDENTITY? HOW COULD WE DO IT BETTER?

12. HOW DO OUR CUSTOMERS PERCEIVE US?

13. ARE OUR CUSTOMERS LOYAL? HOW DO WE IMPROVE CUSTOMER LOYALTY?

14. HOW DO OUR EMPLOYEES AND VENDORS PERCEIVE US?

WEBSITE

IS IT THE BEST IT COULD BE?

1. IS THE DESIGN UP-TO-DATE AND RELEVANT? DOES IT REPRESENT THE COMPANY?

2. IS THE CONTENT AND CONTACT INFORMATION UP-TO-DATE?

3. CAN VISITORS EASILY FIND THE INFORMATION THEY ARE LOOKING FOR?

4. DOES IT INCLUDE ALL MY SERVICES AND PRODUCTS?

5. DOES THE WEBSITE HAVE CLEAR CALLS TO ACTION?

6. ARE THE PICTURES OF THE OFFICE OR TEAM MEMBERS UP-TO-DATE?

7. IS THE WEBSITE MOBILE RESPONSIVE AND DOES IT WORK IN DIFFERENT BROWSERS?

WEBSITE

IS IT THE BEST IT COULD BE?

8. ARE THERE LINKS TO THE COMPANY SOCIAL MEDIA PAGES AND ARE THE SOCIAL MEDIA PROFILES COMPLETE?

9. IS THERE A BLOG AND ARE BLOGS FREQUENTLY PUBLISHED WITH HIGH QUALITY AND RELEVANT CONTENT FOR THE TARGET AUDIENCE?

10. IS GOOGLE ANALYTICS INSTALLED ON THE WEBSITE AND ARE WE TAKING ADVANTAGE OF THE DATA COLLECTED?

11. DOES THE WEBSITE LOAD QUICKLY?

12. IS THE WEBSITE ADA COMPLIANT?

13. DO WE HAVE PRIVACY, TERMS OF USE, COOKIE, AND REQUIRED DISCLOSURE OR DISCLAIMER POLICIES?

14. IS THE NAVIGATION INTUITIVE AND THE USER EXPERIENCE PLEASING?

MARKETING CAMPAIGNS

ARE WE CONNECTING WITH OUR TARGET MARKET?

1. WHAT IS THE DIGITAL MARKETING STRATEGY AND HOW WELL IS IT WORKING?

2. HOW MUCH DID WE INVEST IN MARKETING OVER THE PAST 12 MONTHS?

3. ARE WE GETTING VALUE FROM THE MARKETING CAMPAIGNS?

4. WHAT IS THE SOCIAL MEDIA STRATEGY? WHAT ARE THE EXPECTATIONS?

5. ARE THE SOCIAL MEDIA CHANNELS GENERATING LEADS, FRIENDS, FOLLOWERSHIP, OR CONNECTIONS? WHY OR WHY NOT?

6. ARE THE SOCIAL MEDIA CHANNELS BEING USED TO ENGAGE AND CONVERT? WHY OR WHY NOT?

7. IS THE COMPANY'S REPUTATION MONITORED, PROTECTED, AND ELEVATED ON REVIEW PLATFORMS LIKE YELP, GOOGLE MY BUSINESS, AND FACEBOOK?

MARKETING CAMPAIGNS

ARE WE CONNECTING WITH OUR TARGET MARKET?

8. ARE OUR WEBSITE OR LANDING PAGE VISITORS CONVERTING (E.G., SUBSCRIBING, CONTACTING, BUYING, SCHEDULING?)

9. HOW WELL ARE OUR SEO CAMPAIGNS DRIVING TRAFFIC TO OUR WEBSITE OR LANDING PAGES? WHY?

10. HOW WELL ARE OUR AD OR PPC CAMPAIGNS CONVERTING AND MEETING OBJECTIVES? WHY?

11. HOW WELL IS OUR EMAIL MARKETING STRATEGY MEETING OBJECTIVES? WHY?

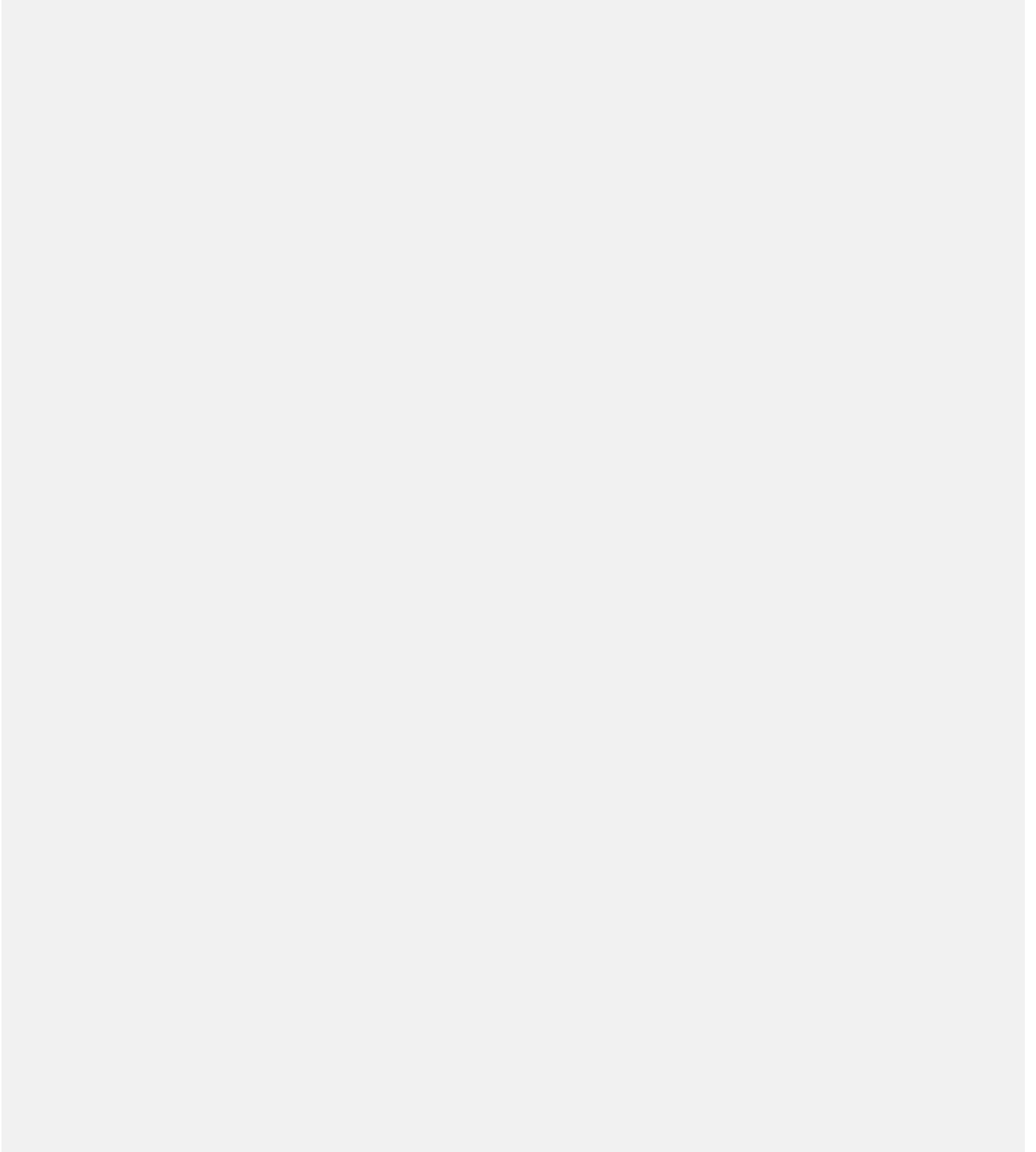
12. WHAT MARKETING INITIATIVES ARE OUR COMPETITORS DOING TO INCREASE MARKET SHARE?

6. WHAT IS OUR PLAN TO INCREASE MARKET SHARE?

14. WHAT IS OUR VISION FOR OUR COMPANY, AND HOW CAN OUR MARKETING STRATEGY CONTRIBUTE?

NOTES

JOT DOWN YOUR INSIGHTS



CONTACT US FOR A FREE WEBSITE AUDIT

BREAKTHROUGH SEO
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[book appointment](#)

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**THANK
YOU**