

# 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.

Company: \_\_\_\_\_

ITEMS	YES	NO
<b>MARKETING ACTIVITIES AND CHANNELS</b>		
Do you currently do any of the following marketing activities?		
Website		
Web analytics: eg: Google Analytics		
Blog		
Email		
SEO (Search Engine Optimization)		
Social media: Facebook, Twitter, Instagram, LinkedIn, etc		
Online advertising: Pay-per click, display ads		
Social media advertising: Facebook ads, Instagram ads, etc		
Offline/In person events: conferences, seminars, etc		
Online events: webcasts, webinars, podcasts		
Mobile apps		
Online partners		
SMS marketing		
<b>MARKETING STRATEGY</b>		
Have you developed specific and measurable marketing goals?		
Do you report on key marketing metrics (eg weekly, monthly)?		
Do you currently segment your data for your campaigns?		
Have you defined processes to capture and manage data?		
Would you describe your data as clean, up to date and reliable?		
Do you have a clear definition of your ideal customers?		
Have you defined your buyer/member/student personas?		
Have you mapped your Customer Journey?		
Have you defined your lifecycle stages/marketing funnel?		
<b>CONTENT AND LEAD GENERATION</b>		
Do you have content to attract and generate visitors and leads?		
Is your content aligned to your personas and their buying cycle?		
Is your content optimised around your keywords?		
Do you have Calls-to-Action (CTA) buttons on your website?		
Do you have Landing Pages and forms to generate leads?		
Do you have a blog / email sign up form on your website?		
Do you currently have any automated marketing campaigns?		