

# DIY MARKETING AUDIT

*80+ Areas of Marketing Improvement for Your Business*

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## General

Do you have an existing marketing plan in place? Y/N

Do you have a specific person responsible for managing marketing? Y/N

Name: \_\_\_\_\_

Are your staff familiar with how you are marketing your company's products and services? Y/N

Do staff members have sufficient training to conduct marketing activities? Y/N

In an average business what % of time do you think should be spent on:

Marketing \_\_\_\_\_%

Sales \_\_\_\_\_%

Service/product delivery \_\_\_\_\_%

Admin \_\_\_\_\_%

Other \_\_\_\_\_%

How many hours a week do you allocate to marketing? \_\_\_\_\_hrs

## Market Research

Do you know who your target market is (your perfect customer)? Y/N

Do you have the demographics of this market? i.e. age, sex, income level, interests, location etc. Y/N

Have you documented their frustrations, fears, wants and aspirations and refer to them regularly? Y/N

Who are your 3 strongest competitors?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

## Market Research Cont.

Do you know what services they offer and what their prices are? Y/N

Why would someone come to you instead of your competitors? What is your core point of differentiation?

Do you know how much income your business is capable of producing at the level it is currently at right now? Y/N     Amount \$\_\_\_\_\_

Do you subscribe to newsletters or blogs for your industry so that you are aware of what news is happening? Y/N

## Website Marketing

Do you have one? The address is: \_\_\_\_\_

Do you have more than one website? Y/N

The other addresses are: \_\_\_\_\_

Is the information on your site current and is updated regularly? Y/N

Date site was last updated? \_\_\_\_\_

Is your website easy to navigate and is it easy for visitors to find information from the home page? Y/N

Does your website collect visitor information through a newsletter or sign-up offer so you can continue to market to them? Y/N

Do you have an autoresponder email series that is sent out when someone subscribes? Y/N

Is your phone and address listed on the home page and is easy to find? Y/N

## Website Marketing Cont.

Do you have a contact form on your site with a map or written directions (if appropriate)? Y/N

Do you use a tracking phone number on your website to determine what calls are generated from it? Y/N

Can customers purchase and make payments online from the website? Y/N

Are you using video on your website to engage or demonstrate? Y/N

Who in your company has responsibility for editing, maintaining and backing up the website? \_\_\_\_\_

Date and storage location of last website backup? \_\_\_\_\_

Have you taken any security hardening steps for the website to prevent hacking or unauthorised access to client information? Y/N

Are you using dedicated landing pages for advertising campaigns or just sending people to the homepage? *Landing pages / Homepage*

**Does your website answer the following questions for visitors who may not be familiar with you:**

- An About Us page or something that tells about the company's history, reason for existing or vision. ☐
- Services and products you offer are easy to see from the home page. ☐
- Different pages on the site for the different services and products you offer. ☐
- Enough information to answer your customer's questions.
- Informational articles on your area of expertise. ☐
- Client testimonials. ☐
- Photos of your products. ☐
- A price list or prices for your products if applicable. ☐
- Photos of your staff. ☐
- A clear call to action. ☐

## Search Engine Optimisation

Do you have a keyword list for your business and check it regularly to keep it updated? Y/N

For your top 3 keywords what position in Google does your website rank?

1. Keyword \_\_\_\_\_ Position \_\_\_\_\_

2. Keyword \_\_\_\_\_ Position \_\_\_\_\_

3. Keyword \_\_\_\_\_ Position \_\_\_\_\_

Do you have search engine friendly titles, descriptions, keywords and headings applied? Y/N

Is your website registered with Google Webmaster Tools and are there any warnings visible in your dashboard? Y/N

Are your robots.txt and sitemap.xml files in the root directory of your site?  
(and sitemap uploaded to Google Webmaster Tools for indexing)  
Y/N

How many pages do you have indexed in Google  
(google 'site:yourwebsite.com')? \_\_\_\_\_

Do you have a basic knowledge of links, anchor text, keyword density and duplicate content? Y/N

Have you looked at your competitor website backlinks with tools like <http://www.opensiteexplorer.org/>? Y/N

What is your current strategy to at least maintain or improve your ranking in Google over the next 6 months?

## Email Marketing

Do you have a system in place to collect email addresses for clients and potential clients? Y/N

How many email addresses are in your marketing database right now?

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Do you use an email marketing service like Constant Contact, aWeber or iContact? Y/N

Do you produce a regular email newsletter or updates for your customers and clients? Y/N

Do you keep track of the responses to your email mailings (opens, clicking on links, unsubscribes)? Y/N

Do you occasionally send special mailings to your email list such as special offers or alerts? Y/N

Do you have special email sequences that you use customer followup? Y/N

Is your work email address xxxx@yourcompanyname.com.au (your own brand) or are you using a BigPond, OptusNet, Gmail or Hotmail style email address? *Company / 3rd Party Branded*

Can you easily access your business emails while travelling? Y/N

Does your email signature give people a reason to investigate further on your website? Y/N

### ***Email Subject Line Tip!***

Put some effort into your email subject line. The 'job' of the headline or subject is to get people to open your email so you can pass the information.

## Online Advertising Methods

Which of the following online advertising methods does your business currently employ:

- Google Adwords ☐
- Facebook Ads ☐
- Search Engine Optimisation – maintaining and improving your website ranking ☐
- Google Display Network ☐
- Remarketing / Retargeting of website visitors
  - Adwords ☐
  - Facebook ☐

## Blogging

Do you have a blog functionality on your site? Y / N

Do you have a separate blog such as Blogger or Tumblr? Y / N

When was your blog last updated? \_\_\_\_\_

Do you include a call to action in each post? Y / N

Before posting a new article do you give it a basic SEO pre-flight (target keyword, title, description, heading tags)? Y / N

Do you have social sharing tools built into the blog posts? Y / N

Who in your business has the responsibility for creating new content?

What do you currently do to promote new blog posts in order to increase readership?

## Social Media Marketing

Which of the following does your business have:

- Facebook Business Page ☐
- Twitter Account ☐
- LinkedIn Company Page ☐
- Google+ Company Page ☐
- Instagram Account ☐
- YouTube Channel ☐
- Pinterest Business Page ☐
- Foursquare Listing ☐

Is your business using these social marketing tools competently? Y / N

Who in your business has access/responsibility for updating social media?

Are you using any automation tools with your social media? Y / N

Do you have a dashboard setup to easily monitor your accounts from the one spot? Y / N

Do you have a written social media policy? Y / N

Has your business invested in training to use these social marketing tools?  
Y / N

Have you claimed your brand username on those main social media sites that you are not currently using? Y / N

### ***Hot Tip!***

Use the service [knowem.com](http://knowem.com) to see what services your desired username is still available on.



## Facebook Business Page

Check off which of these your business currently has:

- Vanity URL for your page ☐
- Profile image that works well at smaller sizes ☐
- Suitable cover image set (and includes website address) ☐
- Fully completed 'About' information ☐
- More than one page administrator ☐
- Administrator permission levels set appropriately ☐
- Relevant Apps installed and customised images/titles ☐
- Automatic posting to Twitter setup / aware of pros & cons ☐
- Do you use the scheduled posts feature ☐
- What is the best time of the day to post on your page for max. reach?

**Facebook Quiz:** If your Facebook page has 1000 fans and you post an update but only reach 300 fans what causes this?

## Facebook Ads

Are you using Facebook ads? Y / N

Are you using multiple ads for different target audiences? Y / N

Are you split testing your ad images and text? Y / N

Have you tried Facebook Offers? Y / N

Have you created Custom Audiences and used the 'lookalike' feature? Y / N

Circle which of these you use to run ads:

*Boost Post Button*

*Ads Manager*

*Power Editor*

## Google+

Check off which of these your business currently has:

Google+ Company Page

- Suitable profile image ☐
- Cover image uploaded and suitable (desktop and mobile views) ☐
- Claimed vanity URL ☐
- Circled people in your industry ☐
- Claimed vanity URL ☐
- Links to website and other social media channels ☐

Google+ Local Listing and Verified Y/ N

Google Authorship setup on website Y/ N

Have you heard of or used the Google Trusted Photographer program Y/ N

## Mobile Marketing

Do you have a mobile or responsive website? Y/ N

Mobile optimised landing pages? Y/ N

Running mobile targeted ads? Y/ N

Do you use QR Codes? Y/ N

Do you use SMS Broadcasts? Y/ N

Do you have a mobile phone app? Y/ N

Does your business show in any Augmented Reality directories? Y/ N

## Online Directories

Are you using online directories to market your business?

Yelp ☐

Word of Mouth Online (WOMO) ☐

Truelocal ☐

UrbanSpoon (if applicable) ☐

Startlocal ☐

TripAdvisor (if applicable) ☐

Hotfrog ☐

*Other:*

## Banner Advertising

Are you using the Google Display Network? Y / N

Identify 3 industry blogs, local directories or industry forums that you could approach the owner and purchase banner space:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

## Webinars / Online Delivery

Have you attended a webinar or online training session before? Y / N

Does your company run sales or training webinars for your customers and prospects? Y / N

Have you used a pre-recorded, automated webinar service before? Y / N

## Online Reputation Management

Have you setup alerts for online mentions of your company name, key staff and competitors? Y / N

Do you have enough positive online reviews to inoculate your against a false or unhappy customer review? Y / N

How many and where are your reviews?

How many testimonials are on your website at the moment?

When people Google your company name do you dominate/control listings on the first page? Y / N

Is there any negative information about your company in the top 3 Google search pages? Y / N

Do you have a process in place to actively seek out and prompt people to leave you positive reviews or testimonials? Y / N

## Street Visibility and Signage (if relevant)

Does your business have a sign that is easily visible from the street? Y / N

Is your website listed on the shopfront or displayed after hours? Y / N

Do you use an external A-frame sign? Y / N

## Media Kit

Does your business have a media kit for media inquires you might receive?  
Y / N

## Press Releases

Does your business use press releases to make announcements? Y / N

Do you have a company press release template ready to use? Y / N

## Other Promotion

What other advertising methods do you use or have tried?

- Referral program for existing customers ☐
- Affiliate program for related business providers ☐
- Loyalty program ☐
- Direct Mail ☐
- Radio Ads ☐
- TV Ads ☐
- Vehicle signage ☐
- Newspaper ads ☐
- Cinema advertising ☐
- Flyers ☐
- Billboards ☐
- Invoice embedded offers - cross-sells, up-sells ☐
- Business cards - includes a call to action ☐
- Joint ventures ☐
- Telemarketing ☐
- Sports Club or PCYC sponsorship ☐
- Customer birthday campaign ☐
- Thank you cards ☐

## Marketing Budget

Do you have an annual marketing budget? Y / N

Is your marketing budget based on a percentage of your gross income?  
Y / N

What is your your average monthly spend for marketing currently?

What are you spending that on?

- Yellow Pages \_\_\_\_\_
- Newspaper \_\_\_\_\_
- Radio \_\_\_\_\_
- TV \_\_\_\_\_
- Tradeshows \_\_\_\_\_
- Billboards / signs \_\_\_\_\_
- Online Advertising \_\_\_\_\_
- Other \_\_\_\_\_

**Mark on the lines above:** Which advertising channel spends do you think you should A. *Decrease* B. *Increase*

## Customer Value and Acquisition

What is the annual value of one of your customers? \_\_\_\_\_

What is the *lifetime* value of one of your customers? \_\_\_\_\_

What is your current cost of customer acquisition? \_\_\_\_\_

How much would your happily pay right now for a new paying customer to walk in the door?

## Tracking and Measurement

How to you measure the effectiveness of your marketing methods?

Do you keep track of how a caller or new customer heard about you by asking and recording it? Y / N

Do you have a system to separately track how your different marketing methods are working for gaining new customers? Y / N

Do you regularly check your Google Analytics data or similar to identify visitor flow problems, monthly traffic growth and other new opportunities? Y / N

Is there any Goal tracking measurement on your website "thank you" pages? Y / N

## Admin

Are you using a password management system to generate and store unique passwords for online services and securely share them with staff?

Is your accounting hosted in the cloud or do you rely on 1 computer to enter the data?

Are you using a cloud file storage solution such as Dropbox or Google Drive?

Do you manually hand enter incoming bill details or use an automated service?

Do you have a promotional calendar showing major holidays and marketing opportunities?

Is your Voicemail or on hold message up-to-date and supports your marketing?

## Productivity Kung-fu Tool

Action trumps everything in marketing. To help you out I've created the simple tool below based on best practices in the productivity community and human behavioural studies. Use it now to get some momentum behind you.

Revise and circle the 3 items that you think will make the most immediate impact on your profitability. Write those down here in this section with the benefit you'll get from having that item sorted - be as specific as you can. Decide if you have the time, knowledge or resources to do yourself, delegate or outsource it.

Then write down the very next exact step you need to take to move that item forward. Now take this completed page and stick it on a wall near your desk so it is in plain sight.

**Item 1**

**DIY / Delegate / Outsource**

**Benefit**

**Next Action**

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**Next Action**



# Complimentary 45 Minute Online Marketing Chaos Breakthrough Strategy Session

If you're looking to grow your business but don't have time or the inclination to keep up with all of the new super effective marketing options that are out there then you are not alone and I can help you.

DURING THIS FREE STRATEGY SESSION YOU WILL:

- **Get crystal clear** about what's possible for your business with the right tools, and the level of income, impact & independence you really want to have....
- Find out the **essential building blocks** for growing an internet leveraged business fast ...
- *Discover the #1 thing* that's stopping your offers from getting in front of the right customers ...
- Identify the most powerful actions that will move you towards a **modern business** setup...
- Leave the session with the confidence of knowing EXACTLY what steps to take to move towards your business vision...

Breaking down the confusion and mass of information around online marketing, helping you build a leveraged plan and then implement in a smart(not hard) way it is what I am passionate about.

Every week you put this off is actual real money that you are throwing away in lost profits or wasted on ineffective marketing spend.

**[Click here now to claim your complimentary 45 Minute Online Marketing Chaos Breakthrough Strategy Session](#)**

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