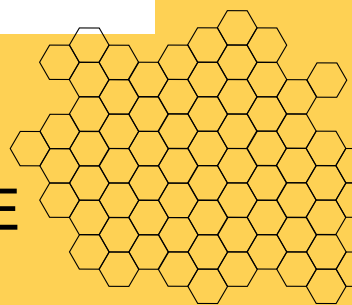




Marketing Audit Checklist

Evaluating Your Small Business's Marketing Strategy





Let's look at your website & social media first...

1. Is your website user-friendly, mobile-responsive, and easy to navigate?

2. Are your website's design and branding consistent with your business's identity?

3. Is your website's content up-to-date, relevant, and engaging? (eg. please no 'Copyright 2002' in your footers!)

4. Are your contact details and call-to-action buttons prominently displayed?

5. Are you active on relevant social media platforms for your target audience?

6. Is your social media content consistent with your brand tone of voice and messaging?

7. Are you engaging with your audience through comments, replies, and messages?

8. Are you using social media analytics to track the performance of your posts?

Notes/ Comments:



Content is King

1. Do you have a content strategy?

2. Is your content informative, valuable, and addressing your audience's pain points?

3. Are you utilising various content formats such as blog posts, videos, infographics...?

4. Are you promoting your content effectively through social media and email marketing?

Nail the Email

1. Do you have a growing and engaged email subscriber list?

2. Is your email content providing value and relevant updates to subscribers?

3. Are you segmenting your email list for more targeted campaigns?

9. Do you have a clear call-to-action in your emails?

Notes/ Comments:



Lets get Visible

1. Is your website optimised for relevant keywords to improve search engine rankings?

2. Are all the images on your website tagged with descriptions?

3. Are you monitoring and analysing your website's traffic using tools like Google Analytics?

4. Is your local SEO optimised for location-based searches?

Paid Advertising

1. Are you running paid campaigns on platforms like Google Ads or social media?

2. Do you have clear goals and tracking mechanisms for your paid campaigns?

3. Are you targeting the right keywords and demographics to reach your audience?

9. Are you regularly monitoring and adjusting your ad campaigns for optimal performance?

Remember, this checklist is a starting point for evaluating your marketing strategy. It can be customised based on your business's specific needs and goals.



Need Some Help? Let's Create a Buzz!

If you have any questions about this checklist or if you would like to book a personal 1-2-1 Marketing Session 'Power Hour' with me for just £70 get in touch 🙋

@mktghive

hello@themarketinghive.co.uk

07786 835605

www.themarketinghive.co.uk

