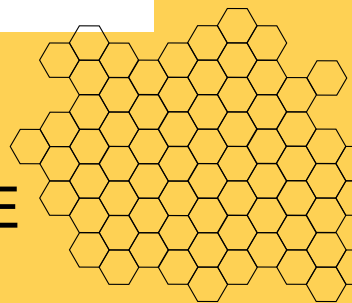




Marketing Audit Checklist

Evaluating Your Small Business's Marketing Strategy

INSPIRE | COLLABORATE | CREATE





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 £125 get in touch 🙋

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