

YOUR MARKETING AUDIT: CHECKLIST

- ☐ When did you last check your lead sources (for both online and offline)?
 - ☐ Do you know what your top lead source is?
 - ☐ Is there a source you're focusing heavily on that isn't working?
 - ☐ Do you know how well your leads are converting to customer per lead source?
 - ☐ Do you know where your most profitable customers came from?
 - ☐ What effectively converts people on your site? What doesn't?
 - ☐ What happened to all of the leads you passed to sales this year?
 - ☐ When was the last time you had a two-way feedback meeting with the sales team?
 - ☐ Which marketing content do your sales team use (and want!) most?
 - ☐ What content do your prospects and customers consume and find useful?
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- ☐ Do you have a clear naming structure for emails, pages etc. that make it easy for you to find something?
 - ☐ When was the last time you cleared out your unsubscribes and bounces?
Particularly important if you pay extra for a certain number of contacts. These contacts are just sitting there, useless, so why keep them?
 - ☐ When did you last run a broken link check on your site?
You don't want broken links damaging your carefully thought out SEO - find a programme to check for you with a quick Google search.
 - ☐ Do you have access to the social accounts of everyone relevant in the business?
You can really extend the reach of your content if you have more than the company account to publish it on.
 - ☐ Who is getting notified for each of the forms on your site?
You wouldn't want to miss any interesting leads because the notifications are going to Sarah who left 6 months ago...
 - ☐ Is every piece of content on your site relevant today?
There shouldn't be a CTA for that webinar which happened weeks ago. The same goes for a blog specific to a product you no longer sell.
 - ☐ What is your average email open and click rate?
 - ☐ Which topics are the most and least popular for your content?
 - ☐ Go back a year in your blog, when did you last update those posts?
Think of a blog post as just another page on your website. Never hit publish and forget it, anyone could still find it.
 - ☐ When did you last take a look at your competitor's sites and see which keywords they're ranking for?
If someone is suddenly streaks ahead of you on a particular area of interest, you need to know about it.

YOUR MARKETING AUDIT: ACTIONS

So where do you go from here?

If you answered 'I don't know' (or 'too long ago') to any of the audit questions, those answers indicate what you need to work on.

We've got a few ideas for how you can start to do that...

- ✓ **Make a to-do list for the smaller things which you can find out or get done. Work through the list.**
- ✓ **Talk to your current prospects and customers to really understand what works and where you need to be investing more time and resources.**
- ✓ **Talk to your sales team and other customer facing colleagues to see what content they would find useful and what you can be doing to help them.**
- ✓ **Find out your benchmarks. Understanding where your email click rates and conversion rates are now will help you to improve them.**
- ✓ **Think about those areas (blog topics, conversion points) that you highlighted as not working - what can you do to change them? Or would it be better to focus on further boosting those areas which are already working?**

For further help visit **www.babelquest.co.uk** or call us on **01235 313555**