

Digital Marketing

AUDIT

	ARE YOU READY TO TAKE CONTROL OF YOUR MARKETING?	<input checked="" type="checkbox"/>
1	Knowing Your Target Audience	
	Have you defined general demographics of your target audience?	
	Have you done market research to determine where your target market are, and where best it is to conduct direct & attraction marketing?	
	Do you understand your target market's pain points relevant to what you provide & how your expertise can help?	
	Do you understand the level of awareness your target market are & how to translate this into your copywriting? Are they problem aware but not solution aware Are they solution aware but not brand aware? Are they brand aware but not taking action?	
	Can you confidently transfer all of this knowledge to your social media platforms, website, and other points of contact with your target audience?	
2	Getting Content With Your Copywriting	
	Do you have a headline across your social media platforms and/or your website that includes....	
	WHO your target market are;	
	WHAT it is that you do;	
	WHY you're different from your competition, and;	
	Any other keywords that could organically attract your target via SEO?	
	Does your "About You" section on your social media platform actually talk TO your Audience (<i>i.e. less about you, more about your target market and the reason why they're there?</i>)	
	Do you have a Call To Action at the end of your texts to direct them to what you want them to do (<i>i.e. get in touch with you and how, download your freebie, sign up for newsletters, etc?</i>)?	

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3	Being Direct with your Direct Marketing	
	Do you consistently reach out and connect with your target audience? <i>e.g. LinkedIn has an average 100 connection request limit per week per profile. Connecting with 20 leads per day is a great commitment to set.</i>	
	Do you have a connection request message you send to all leads? Top Tip: <i>You should be aiming for a 30-40% conversion rate of leads to connections.</i>	
	Do you have a follow-up message that ends with an open question that fosters organic conversation?	
	Do you have space in your messaging sequence for organic conversation?	
	Do you have an offer message?	
	Does your offer message invite the lead to have a conversation with you?	
	Do you have a follow-up message for leads who have not responded to the offer?	
4	Getting Comfortable With Attraction Marketing	
	Do you currently have at least one post going out to each active social media platform each week?	
	Do you have multiple content marketing formats published each week? <i>e.g. static written posts, picture posts, carousel posts (if applicable), polls (if applicable)?</i>	
	Do you currently do any Video Marketing?	
	Do you use hashtags on your published posts?	
	Do you post any content with you as the main focus? <i>i.e. life updates, POV behind the business, sharing interests, etc</i>	
5	Optimising Your Website	
	Have you updated your website content, copywriting, pictures, and so on in the last 6 months or so?	
	Do you have any Lead Magnets (downloadable free resources) on your website?	
	Do you have Email Marketing?	

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6	Your Sales Funnel	
	Are you confident that you have a complete and comprehensive customer journey <i>i.e. Are you confident that leads have a clear journey from discovering your brand, investigating your brand, and booking a call with you?</i>	
	Do you have a questionnaire that leads complete before they get on a call with you?	
	Are the people who book a call with you your target audience most of the time and are there to discuss your service / get help with relevant industry issues?	
	Do you have a set of direct questions you ask the lead on the call?	
	Do you have at least a 50% conversion rate of leads becoming clients from these calls?	
	Do you have a follow-up call that you set-up with leads that need time to decide?	
	Do you have a follow-up email sequence set up with lost leads?	
7	Getting To Know Your Business Partnerships	
	Do you currently have some people who are consistently referring good leads into your business?	
	Do you have anyone who you collaborate with on hosting events (live or via social media) who isn't an industry competitor?	
	Do you go to relevant networking events that get you in touch with potential leads at least once a month?	
	Outsourcing For The Better	
	Do you currently feel like you want to be more invested in digital marketing but feel like you just don't have time?	
	Do you currently outsource any tasks in your business to someone?	
	Do you have an idea of tasks that are tedious that are necessary for your business, VS tasks that are tedious and are time-wasting?	
	Do you have an idea of tasks that are fun for you to do that are necessary for your business, VS tasks that are fun for you but are time-wasting?	