



# MARKETING AUDIT CHECKLIST



## BRANDING & DESIGN

*It's more than the looks*



## WEBSITE

*Your 24/7 company presence  
and online reputation*



## MARKETING

*The Pandora's Box*



# MARKETING AUDIT CHECKLIST



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## BRANDING & DESIGN

*It's more than the looks*

- Is my logo up to date and relevant?  
Does it represent my company today?
- Are my referral partners equipped with what they need to send me clients?
- Is my company story being effectively told? Does it “speak” to my target audience?
- If I am participating in conferences and tradeshows, do I have all the marketing materials I need to stand out?
- Are my marketing materials up to date?
- What unique selling propositions help me stand out in my marketplace?
- Are my marketing and corporate communications materials consistent with my business identity, and immediately recognizable as belonging to my business?
- Is my corporate or brand image consistent with my product or service, in the eyes of my customers?
- Does my sales team have the ammunition to sell my company’s products and services
- Do I actively manage my brand, product or corporate identity?



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## WEBSITE

*Your 24/7 company presence and online reputation*

- Is my company website design up to date and relevant? Does it represent my company today?
- Is my website content and contact information up to date?
- Can my prospect clients easily find the information they are looking for?
- Does it include my most recent services and products?
- Does it have clear CTAs (call to actions)? What do I want prospective clients to do when they visit my website?
- Do I have original photos of my office or team members on my website?
- Do I have up-to-date pictures of my office or team members on my website?
- Is my company website responsive? Is it optimized to fit all screen sizes including tablets and phones? Does it work across different browsers?
- Do I have links to my company social media pages on my website?
- Do I have a blog on my website? If so, do I publish consistent and relevant blogs?
- Does my website have a backend content management system that allows me to update text and image on my own?
- Is Google Analytics installed on my website? Do I have access?



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## MARKETING

### *The Pandora's Box*

- Do I have a digital marketing strategy? Does it work?
- How much did I invest in marketing in the past 12 months?
- Did I keep track of the results?
- Do I feel I am getting value from my marketing budgets?
- Does my company have a social media presence? Is the information up to date?
- Is there relevant and consistent content being shared on my company's social media channels? Am I responding to inquiries and interacting with people that liked or follow my pages? Are they engaging with my business?
- Is my company information up-to-date on all online listings like Google, Bing, Yelp, etc.?
- Is my social media marketing strategy generating leads?
- Is my website generating leads?
- Are people finding me on Google and other search engines?
- Where does my business get most of the leads?
- Do I have a referral or loyalty program in place?
- Do I have an actual content strategy? Is my company producing and sharing articles, blogs, videos, case studies, ebooks, etc?
- Do I have an email marketing strategy? Almost 70% of consumers prefer for business to reach to them via email over other communication methods.
- Do I need more leads and customers coming to me via the web? Have I tried pay-per-click campaigns or social media advertising?

