FREE

MARKETING AND COMMUNICATIONS AUDIT

®reimagination

Checklist.

Branding and Design Audit Checklist

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

Website Audit Checklist

- ☐ – Is my company website design up to date and relevant? Does it represent my company today?
- ☐ – Are my website content and contact information up to date?
- ☐ – Can prospective clients easily find the information they are looking for?
- ☐ – Does it include my most recent services and products?
- ☐ – Do I know what I want prospective clients to do when they visit my website? Does the website have clear CTAs (call to actions)?
- ☐ – 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's social media pages on my website?
- ☐ – Do I have a blog on my website? If yes, do I frequently publish blogs that are high quality and relevant to my customers?
- ☐ – Does my website have a backend content management system that allows me to update text and image without outside help?
- ☐ – Is Google Analytics installed on my website? Do I have access?

Marketing Audit Checklist

- ☐ – 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 social media marketing strategy generating leads?
- ☐ – Is my company information up-to-date on all online listings like Google, Bing, Yelp, etc.?
- ☐ – Is my website generating leads?
- ☐ – Are people finding me on Google and other search engines?
- ☐ – Do I know where does my business gets most of its leads?
- ☐ – Do I have a referral or loyalty program in place?
- ☐ – Do I have a content strategy? Is my company producing and sharing articles, blogs, videos, case studies, eBooks, etc?
- ☐ – Do I have an email marketing strategy? Do I have a method of collecting emails to fill my subscriber list?
- ☐ – Do I need more leads and customers coming to me via the web? Have I tried pay-per-click campaigns or social media advertising?

Marketing Audit. FREE Report.

Contact (Job Facilitator)	
Contact person (Client Name)	
Business Name (Client)	
ABN	
Tel	
Mobile	
Email	
Address	
Sales tools / collateral: printed materials, banners, brochures, display, signage	
Advertising: Local paper Magazine Radio TV	
Social media: Facebook Instagram Linked In Other	
Website / online: Corporate Personalised Google listing Google maps	
Email news / EDMs	
Sponsorships	
Other	

WOW Reimagination Marketing

Website Checklist.

Domain Name (if yes who with?)	
Web hosting (if yes, who with?)	
Email account	
Website Analysis	
Self maintained / existing web supplier	
Objectives: measurables, objectives, outcomes	
Branding guidelines (If existing)	
Effectiveness:	
Copy / sell	
Design / readability	
Logo / branding	
Sections / pages	
Structure / maintenance	
Photography / video	
Miscellaneous	