

# yor Digital Landscape Review

Company Name \_\_\_\_\_

Contact \_\_\_\_\_



## Website

Site Speed  
Responsive  
Analytics

### Full Audit

Traffic Trends  
Landing pages

## Organic Search

Search Console  
Moz Rank  
Inbound Links  
KW #1 Rank  
KW #2 Rank  
Google My Business  
Meta Descriptions Accurate

## Social

Sites Found  
On Brand  
Configured  
Consistency  
Engagement  
Own Properties

## Reviews

Sites Found  
Recent  
Good/Bad  
Responsive

## Email

### Part of Full Audit

Email Capture  
Welcome Email  
Open/Click Rates  
Opt Out Rate  
List Growth

## Paid Media

### Part of Full Audit

Right Tactics  
Message Location  
Personalized Messages  
Impressions  
Click Rates  
Impression/Click Cost  
Conversion Rates

Comments:

Comments:

Comments:

Comments:

Comments:

Comments:

## WHAT WE DO

### Interview

Principal Interviews

Stakeholder Interviews

Buyer Interviews

Digital Landscape Review

Industry Research

### Research

Competitor Research

### Analysis

Google Analytics

Email/Paid Digital

Sales and Marketing Metrics

Social Media Metrics

Online Reviews

### Reviews

Operating Systems

Marketing Materials

Advertising - current and past

## WHAT WE FIND

### FUNDAMENTAL #1

Know Where You Are Going

### FUNDAMENTAL #2

Understand Your Buyer

### FUNDAMENTAL #3

Position Your Offer

### FUNDAMENTAL #4

Sales & Marketing Alignment

### FUNDAMENTAL #5

Cadence for Planning & Accountability

### FUNDAMENTAL #6

Structured Approach to Advertising

- Are your overall business goals clearly stated and understood by key stakeholders?
- Are your marketing goals clear and understood?
- Are all goals in alignment?
- Do you have steps/plans in place, with clear milestones, to reach your goals?

- Have you identified your target customers?
- Have you identified your key influencers?
- Do you have actionable insights from your buyers?
- Do you understand your buyers' triggers, journey and decision criteria?

- Is your messaging clear?  
Website, social channels, all sales/marketing materials
- Is your brand consistent across all outlets?
- Is the marketing aligned to the buyer journey?
- Are you uniquely positioned against your competition?
- Are you optimized and are you measuring key metrics for performance?
- Are you measuring the effectiveness of your marketing?

- Is there clear alignment between sales and marketing?
- Do you have clearly defined steps of your sales process?  
Are your marketing messages aligned to those steps?
- Is there good communication between sales and marketing?  
Is there a clear hand-off? Are there clearly defined roles and expectations for sales and marketing personnel?
- Do you have the right tools in place for sales and marketing to function optimally?  
(i.e. CRM, etc.)
- Are you measuring the effectiveness of marketing for its impact on sales?

- Do you have regular business planning meetings?  
If so, is marketing a part of or are those planning meetings separate?
- Are you measuring the right metrics and holding your team accountable?
- Are you actively reviewing trends/plans/milestones?
- How are you holding your team accountable for hitting your plans?
- Are you using any other strategic or business planning tools?

- Do you utilize creative briefs, project briefs and/or campaign briefs?
- Do you have a campaign calendar?
- Do you understand Evergreen Marketing?
- Do you have an establish way to evaluate and measure vendors?
- Do you tie tactical expenditures to your overall marketing budget?