

Are you Hitting the Target to Reach your Customers?



SELF-ASSESSMENT CHECKLIST



GOOGLE | SERP | KNOWLEDGE PANEL

1

It's better to have Google on your side than against.

Have you claimed and configured your GMB Google knowledge panel?

Is branding and messaging spot on, do you show product images and links, have you considered adding offers and upcoming events, do you have reviews, and do you respond to reviews?

SOCIAL MEDIA

The key to social media is to listen, engage, & build relationships.

2

Are all the channels appropriate to your audience operational?

With YouTube the second most important search engine, you can't really afford to not have this channel running, do you?

If you are a B2B operation, you must have LinkedIn working for you, is your business page set up and supporting your messaging?

Are all your channels pointing back to your website for optimal conversion opportunity?

ALIGNMENT

3

Don't let your customers get confused about who you are or what you do.

Is all branding and messaging consistent, and correct across ALL your channels?

Do you have a clear communication and sales thread between your channels and (are you working for them or) are they working for you?

WEB SITE

4

Don't have a static digital brochure as a website.

Is your site fit for purpose, is it time for a refresh or can you augment to improve your customer journey to conversion?

Do you have engaging devices such as lead magnets and irresistible CTAs for site visitors to stay or return?

TRACK & GROW YOUR AUDIENCE

5

There's no one-size-fits-all way to grow an audience.

Do you have appropriate offers and call-to-action mechanisms across your channels?

Do you have compelling lead magnets on your website?

Have you run a LinkedIn event to gather emails for remarketing?

Do you have a facebook group to transition a free offer to paid?

EDM | CRM

6

Signing up is a powerful signal of intent to buy. Send them emails until they do.

Do you execute Electronic Direct Marketing or Customer Relationship Management activities?

Do you have a pathway to repeat purchase or transition to the next purchase tier?

7

AUTOMATIONS

Let automations do the heavy lifting.

Do you have suitable automations in place to nurture and convert?

8

CONTENT CREATION

The rule for creating killer content can be summed up in three words = clear, compelling, concise.

Do you have a proactive content plan and are you able to recontextualise trending topics with reactive posts?

Do you use a mix of media types – blogs, posts, articles, studies, text, slide show, image, video and audio?

9

SEO

Good SEO work only gets better over time.

All the previous points serve to boost your SEO, but you can also develop an SEO mindset. So, when it comes to designing offers and materials, do you have SEO in your thinking as part of the creation process?

Is conversation always the end goal on all messaging you create?

10

ACTIVITY PLANNER

A goal without a plan is just a wish.

Do you have a 12-month communication planner incorporating messaging to support your business and product objectives?

Do you piggyback on annual events with messages relevant for your industry/customers?

Do you plan comms across all the free channels available?

Do you craft and pitch publicity stories to media channels?

Do you run advertising campaigns and is your facebook pixel setup and working?

BullsEYE If 50% of the checkboxes are blank, you're missing many cost-effective ways to reach your customers – get busy and get those sorted.

Digitally overwhelmed or can't take time away from the business? Let me help you with a **DIY Plan** or **I can Do It For You**, in cost effective monthly instalments. [Click here](#) to book time for a free **15 Minute Discovery Call**.