



Get a Fully Branded Online Presence and #ReachMillions

## Find the Gaps - Marketing Audit & Checklist

### Directions

Using this Marketing Audit & Checklist is easy. **DON'T ANSWER UNTIL I HAVE FULLY COVERED WHAT EACH ITEM CONTAINS**, to reveal areas of improvement for your website and other online marketing strategies. Remember, the goal is to increase the profitability of your website. It's not to "get the right score".

NOTE: If you are not sure about your answer then check "No"

$$L \times C \times M \times F = GP$$

Finding the Hidden Gaps	Yes	No
<b>LEADS</b>		
1. Do you have a separate landing page website to capture name/email addresses?	<input type="checkbox"/>	<input type="checkbox"/>
2. Are you giving away a high converting rapid education lead magnet gift in exchange for a visitors name and email address?	<input type="checkbox"/>	<input type="checkbox"/>
3. Do you have a welcome call to action video on your home page?	<input type="checkbox"/>	<input type="checkbox"/>
4. Do you know your exact target market along with what they need and want?	<input type="checkbox"/>	<input type="checkbox"/>
5. Do you have a branded YouTube channel with educational call to action videos?	<input type="checkbox"/>	<input type="checkbox"/>
6. Is your social media branded and aligned and do you know where your target market is and how to connect with them?	<input type="checkbox"/>	<input type="checkbox"/>
7. Do you have a process to automatically capture business cards and immediately start to follow up on your behalf?	<input type="checkbox"/>	<input type="checkbox"/>
8. Do you encourage good customers to leave online review on Yelp and Google or LinkedIn or have them send one in for your website promotions?	<input type="checkbox"/>	<input type="checkbox"/>
9. Do you partner with other non-competing businesses to cross promote each other? Or do you have a strategic partnership referral program?	<input type="checkbox"/>	<input type="checkbox"/>
10. Do you leverage live networking, promotions, podcasts, FB Lives and speaking gigs to drive traffic to an online automated email marketing system?	<input type="checkbox"/>	<input type="checkbox"/>
11. Have you tested Google and/or Facebook ads to attract customers?	<input type="checkbox"/>	<input type="checkbox"/>



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<b>CONVERSIONS</b>	YES	NO
12. Does your website clearly convey your company's brand, USP (Unique Selling Proposition) and message?	<input type="checkbox"/>	<input type="checkbox"/>
13. Do you have an automated email campaign to take a prospect through the know, like and trust process to build the relationships?	<input type="checkbox"/>	<input type="checkbox"/>
14. Are you a published author? Meaning have you published a print book for credibility and authority in your marketplace?	<input type="checkbox"/>	<input type="checkbox"/>
15. Do you send out broadcast emails, text messages, Tweets and Facebook posts about special deals or events?	<input type="checkbox"/>	<input type="checkbox"/>
16. Do you have feature rich and good copy focused on customer benefits?	<input type="checkbox"/>	<input type="checkbox"/>
17. Do you survey your customers to find out what they want most?	<input type="checkbox"/>	<input type="checkbox"/>
18. Is your website Google SEO optimized?	<input type="checkbox"/>	<input type="checkbox"/>
<b>FREQUENCY</b>		
19. Do you offer upsells or cross sells after a customer has made an initial purchase?	<input type="checkbox"/>	<input type="checkbox"/>
20. Do you automatically market to former customers to bring them back?	<input type="checkbox"/>	<input type="checkbox"/>

**Tally your score: Give yourself a point for each yes. Total: \_\_\_\_\_**

Leads # \_\_\_\_\_ Conversions # \_\_\_\_\_ Frequency # \_\_\_\_\_

**NEXT STEP:** Book now and take advantage of a FREE Marketing Review and Consultation. We'll go over this checklist in detail and show you where and how to maximize your marketing efforts!

**Go to [BookReviewNow.com](http://BookReviewNow.com)**