

# Marketing Audit & Checklist

Page 1 of 2

## Directions

Using this Marketing Audit & Checklist is easy. Answer each question as objectively as possible. Remember, the goal is to increase the profitability of your small business. It is not to "get the right score". Nor is it about ego. Answer honestly and you are guaranteed to find areas of improvement for your small business's online and offline marketing strategies.

NOTE: If you do not understand something or if you are not sure about your answer then, please check "No".

Objective	Yes	No
1. Does your website clearly convey your company's USP (Unique Selling Proposition)? USP = What Makes your business different?	<input type="checkbox"/>	<input type="checkbox"/>
2. Do you have an opt-in form to capture email addresses?	<input type="checkbox"/>	<input type="checkbox"/>
3. Are you giving away a valuable freebie in exchange for a visitor's email address?	<input type="checkbox"/>	<input type="checkbox"/>
4. Do you have an Explainer video on your home page?	<input type="checkbox"/>	<input type="checkbox"/>
5. Do you utilize separate landing pages for specific products and services?	<input type="checkbox"/>	<input type="checkbox"/>
6. Do you send automated follow emails to build the relationships?	<input type="checkbox"/>	<input type="checkbox"/>
7. Do you have a YouTube channel?	<input type="checkbox"/>	<input type="checkbox"/>
8. On your YouTube channel do you create short but valuable "Education Based" videos to help your target market make a good buying decision?	<input type="checkbox"/>	<input type="checkbox"/>
9. Are you a published author? Meaning have you published a print book for credibility and authority in your marketplace? Example: If you are a roofer you could have a book about '10 smart ways to hire the best roofer', etc.	<input type="checkbox"/>	<input type="checkbox"/>
10. Do you send out automated emails, text messages, Tweets, GMB, Instagram and Facebook posts about special deals or events?	<input type="checkbox"/>	<input type="checkbox"/>
11. Do you run time limited special promotions for customer's only?	<input type="checkbox"/>	<input type="checkbox"/>
12. Do you survey your customers to find out what they want most?	<input type="checkbox"/>	<input type="checkbox"/>
13. Do you offer upsells and cross sells after a customer has made a purchase?	<input type="checkbox"/>	<input type="checkbox"/>
14. Do you issue press releases on a regular basis to introduce new products, services and other newsworthy topics?	<input type="checkbox"/>	<input type="checkbox"/>
15. Is your website mobile friendly and optimized?	<input type="checkbox"/>	<input type="checkbox"/>
16. Do you encourage customers to leave online reviews on GMB?	<input type="checkbox"/>	<input type="checkbox"/>
17. Do you partner with other local businesses to cross promote each other?	<input type="checkbox"/>	<input type="checkbox"/>
18. Do you have your business listed in the Top 10 Local Directories? Ex., Have you claimed your GMB?	<input type="checkbox"/>	<input type="checkbox"/>

# Marketing Audit & Checklist

19. Have you tested Google and/or Facebook ads to attract customers?	<input type="checkbox"/>	<input type="checkbox"/>
20. Do you market to former customers to bring them back?	<input type="checkbox"/>	<input type="checkbox"/>
21. Do you follow up with past customers at least three times or more a year?	<input type="checkbox"/>	<input type="checkbox"/>
22. Do you have a VIP day for all your customers (this alone can generate allot of "instant" business)?	<input type="checkbox"/>	<input type="checkbox"/>
23. Have you implemented a 12x12 strategy with all your customers? GOLD!	<input type="checkbox"/>	<input type="checkbox"/>

Page 2 of 2

## Give Yourself 1 point for every YES answer.

19-20	Congratulations your business is doing well. If not, then there are probably 1-3 things missing that I can help you identify.
15-18	Your business is doing okay but you are missing some critical components to make it much more profitable.
<15	You are not alone. Over 95% of all small businesses fall into this area. Call David Breth today for help.

**NEXT STEP:** Contact David Breth today and take advantage of a FREE Marketing Review and Consultation (No hassles, No strings, No pressure). I will go over your checklist in detail and show you where and how to maximize your marketing efforts! Email your answered checklist to [david@perceptionleverage.com](mailto:david@perceptionleverage.com) (no obligation).