

## V-Squared Creative Marketing Audit with 80+ Questions

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### General

- Do you have an existing marketing plan in place?
- Do you have a specific person responsible for managing marketing?
- Is your staff familiar with how you are marketing your company's products and services?

### Market Research

- Do you know what your target market is?
- Do you have the demographics of this market?
  - i.e. age, sex, income level, etc.
- Who are your 3 largest competitors? \_\_\_\_\_
- Do you know what services they offer and what their prices are?
- Why would someone come to you instead of your competitors?  
\_\_\_\_\_

### Marketing Methods

In this section you'll look at the different marketing methods available to businesses today.

#### Your website

- Do you have one? The address is: \_\_\_\_\_
- Do you have more than one? The other addresses are:  
\_\_\_\_\_
- Do you have a keyword list for your business and check it regularly to keep it updated?
- Is the information on your site current and updated regularly?
- Is your website easy to navigate and is it easy for visitors to find information from the home page?
- Does your website collect visitor information through a newsletter or sign-up offer?
- Do you have an autoresponder email series that is sent out when someone subscribes?

- Is your phone and address is listed on the home page and is it easy to find?
- Do you have a contact form on your site with a map or written directions (if appropriate)?
- Do you use a tracking phone number on your website to determine what calls are coming from it?

**Does your website answer the following questions for visitors who may not be familiar with you?**

- An About Us page or something that tells about the company's history.
- Services and products you offer are easy to see from the home page.
- Different pages on the site for the different services and products that you offer.
- Enough information to answer a customer's questions.
- Informational articles on your area of expertise.
- Client testimonials that include a picture and name.
- Photos of your products.
- A price list or prices for your products.
- Photos of your personnel.
  - A clear call to action.
  - A privacy policy and terms of service

**Email**

- Do you have a system in place to collect email addresses for clients and potential clients?
- Do you use an email marketing service like Constant Contact or iContact?
- Do you produce a regular email newsletter for your customers and clients?
- Do you keep track of the responses to your email mailings (opens, clicking on links, unsubscribes)?
- Do you occasionally send special mailings to your email list such as special offers or alerts?
- Do you have special email sequences that you use for events such as a new customer sequence, a tip sequence, etc?

**Online Advertising Methods**

- What online advertising methods does your business currently employ?

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- Pay Per Click ads such as Google Adwords
- Search Engine Optimization – for high search engine ranking for your main key words.

## Blogs

- Do you have a blog on your site?
- Do you have a separate blog such as Blogger or WordPress?

## Social Marketing

Check off which of these your business currently has.

- Facebook Fan Page
- Twitter account
- LinkedIn account
- Google +
- MySpace
- YouTube
- Flickr
- Pinterest
- Instagram
- Is your business using these social marketing tools competently?
- Does your business need help learning how to use these social marketing tools?

## Local Search

Check off which search engines you've set up and claimed your local search listings.

- Google
- Yahoo
- Bing

## Mobile Search

Check off what you have set up.

- Mobile site
- Mobile Landing Page
- Mobile Ads
- SMS

## Directories

Are you using online directories to market your business?

- Online Yellow Pages
- Yelp
- Other

## Facebook Ads

- Are you using Facebook ads?
- Banner advertising on other sites?
- Banner network
- Other

## Other Promotion

What other advertising methods do you use?

- Direct mail
- Radio ads
- TV
- Val Pak

- Newspapers
- Angie's List
- Living Social
- Referral program for existing customers
- Affiliate program for related business referrals
- Craig's List
- GroupOn

## Street Visibility and Signage

- Does your business have a sign that is easily visible from the street?  
(If physical location is important)

## Press Releases

- Does your business use press releases to make announcements?
- Does your business have a current media list?

## Media Kits

- Does your business have a media kit for media inquiries you might receive?

## Budget

- Do you have an annual marketing budget?
- Is your marketing budget based on a percentage of your gross income?
- What is your average monthly spend for marketing and advertising currently?
- What are you spending that on?
  - Yellow pages \_\_\_\_\_
  - Online Advertising \_\_\_\_\_
  - TV \_\_\_\_\_
  - Val Pack \_\_\_\_\_
  - Radio \_\_\_\_\_
- What is the annual value of your customers? \_\_\_\_\_
- What is your cost of customer acquisition? \_\_\_\_\_

## Tracking

- How do you measure the effectiveness of your marketing methods?
- Do you keep track of how a caller or new customer heard about you by asking them and writing it down? Does your staff do this too?
- Do you have a system to separately track how your different marketing methods are working for gaining new customers?