**Directions**

You are moving in the right direction by starting with this Marketing Audit & Checklist. Simply answer each question as objectively as possible. Remember, the goal is to increase the profitability of your business. It’s not to “get the right score”. Nor is it about ego. Answer honestly and you’re guaranteed to find areas of improvement for your website and other marketing strategies.

NOTE: If you do not understand something or if you’re 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)?
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| 1. Do you have an optin form to capture email addresses?
 | 🞏 | 🞏 |
| 1. Are you giving away a valuable freebie in exchange for a visitors email address?
 | 🞏 | 🞏 |
| 1. Do you have an Explainer video on your home page?
 | 🞏 | 🞏 |
| 1. Do you utilize separate landing pages for specific products and services?
 | 🞏 | 🞏 |
| 1. Do you send automated follow emails to build the relationships?
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| 1. Do you have a YouTube channel?
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| 1. On your YouTube channel do you create short but valuable “Education Based” videos to help your target market make a good buying decision?
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| 1. Are you a published author? Meaning have you published a print book for credibility and authority in your marketplace?
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| 1. Do you send out broadcast emails, text messages, Tweets and Facebook posts about special deals or events?
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| 1. Do you run time limited special promotions for customers only?
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| 1. Do you survey your customers to find out what they want most?
 | 🞏 | 🞏 |
| 1. Do you offer upsells and cross sells after a customer has made an initial purchase?
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| 1. Do you issue press releases on a regular basis to introduce new products, services and other newsworthy topics?
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| 1. Is your website mobile friendly and optimized?
 | 🞏 | 🞏 |
| 1. Do you encourage good customers to leave online review on Yelp and Google?
 | 🞏 | 🞏 |
| 1. Do you partner with other local, non-competing businesses to cross promote each other?
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| 1. Do you have your business listed in the Top 15 Local Directories? Ex., Have you claimed your Google Local listing?
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| 1. Have you tested Google and/or Facebook ads to attract customers?
 | 🞏 | 🞏 |
| 1. Do you market to former customers to bring them back?
 | 🞏 | 🞏 |
| **Give Yourself 1 point for every YES answer.** |
| 19-20 | Congratulations your business is doing well. If not, then there is probably 1-3 things missing that we can help you identify. |
| 15-18 | Your business is doing okay but you’re missing some critical components to make it much more profitable. |
| <15 | You’re not alone. Over 95% of all businesses fall into this area. Call us today to help. |

**NEXT STEP:** Contact us today 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! Call us at (617) 433-7550 or visit our website at www.businessbuddyinc.com.