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## Marketing Audit

Business Name: \_\_\_\_\_ Score: \_\_\_\_\_

		Yes	No
1	Have I decided on my target audience? Examples: Work from home, Earn Online, Cooking, Travel, Video, Social Media, etc.	<input type="checkbox"/>	<input type="checkbox"/>
2	Do I have a free gift which is of value that I can offer people in exchange for subscribing to my email list?	<input type="checkbox"/>	<input type="checkbox"/>
3	Do I have my website, blog, and email accounts set up with a consistently branded look to present to the world?	<input type="checkbox"/>	<input type="checkbox"/>
4	Do I have something to sell and actually earn from (digital products, physical products, affiliate offers, MLM, membership, paid group, consulting, and training programs)?	<input type="checkbox"/>	<input type="checkbox"/>
5	Am I utilizing the power of social media by interacting with people interested in my business and participating in groups or discussions?	<input type="checkbox"/>	<input type="checkbox"/>
6	Is there a solid email plan in place where I'll email my subscribers X amount of times per week/month with an offer/blog post/free gift?	<input type="checkbox"/>	<input type="checkbox"/>
7	Do I have a traffic method in place to send visitors to my blog, videos and landing pages?	<input type="checkbox"/>	<input type="checkbox"/>
8	Am I retargeting to re-engage with visitors who left my site using paid advertising methods?	<input type="checkbox"/>	<input type="checkbox"/>
9	Do I have a content plan to release new products, training videos, and blog posts on a regular basis?	<input type="checkbox"/>	<input type="checkbox"/>

Give yourself 1 point for each Yes and 0 points for each No.

7-9 *You're a marketing rock star! Keep up the great work.*

4-6 *You've got some work to do on your marketing.*

1-3 *You need some marketing help immediately.*

**Contact [marci@marcibmarketing.com](mailto:marci@marcibmarketing.com) to schedule a consultation or strategy session.**