



Marketing & Management

www.marcibmarketing.com

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 to schedule a consultation or strategy session.