

WHAT'S HOLDING BACK YOUR ONLINE MARKETING?

YOUR TWO-MINUTE CHECKLIST



ARE YOU INVESTING A LOT OF TIME AND MONEY IN YOUR ONLINE MARKETING, BUT NOT SEEING A RETURN? ARE YOU FRUSTRATED BECAUSE YOU CAN'T WORK OUT WHAT'S GOING WRONG?

Let's identify what factors are preventing your company from achieving the success you deserve - and need - online....

Did you know?

You can complete the checklist on your screen with Acrobat Reader - download [here](#)

BACKGROUND INFORMATION

COMPANY:

ONLINE PLATFORMS ON WHICH WE ARE ACTIVE:

Facebook Twitter LinkedIn YouTube Blog Email Other

ONLINE INVESTMENT OVER PAST 12 MONTHS (APPROX.):

SALES GENERATED VIA ONLINE CHANNELS OVER PAST 12 MONTHS (APPROX.):

ON A SCALE OF 1-10, HOW SATISFIED ARE YOU WITH YOUR ONLINE PERFORMANCE?

(NOT AT ALL SATISFIED)

(COMPLETELY SATISFIED)

1 2 3 4 5 6 7 8 9 10

1 ARE YOU WORKING TO A PLAN?

OUR COMPANY'S GOALS ONLINE ARE WELL-DEFINED

WE HAVE A WRITTEN ONLINE MARKETING STRATEGY

WE WORK TO AN EDITORIAL CALENDAR

WE HAVE WORKED OUT OUR KEY MARKETING MESSAGES

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2 DO YOU KNOW YOUR AUDIENCE?

WE KNOW EXACTLY WHO WE'RE TARGETING ONLINE

WE'VE RESEARCHED THEIR BEHAVIOUR AND NEEDS

WE UNDERSTAND WHAT PROBLEMS WE SOLVE FOR THEM

WE'VE DEVELOPED BUYER PERSONAS

Y N

3 HAVE YOU BUILT A SALES FUNNEL?

WE'VE MAPPED OUT EXACTLY HOW WE ATTRACT AND CONVERT NEW PROSPECTS ONLINE

WE CAPTURE THE CONTACT DETAILS OF OUR WEBSITE VISITORS AND SOCIAL MEDIA FOLLOWERS

WE MAINTAIN REGULAR EMAIL CONTACT WITH LEADS GENERATED ONLINE

WE HAVE DEVELOPED ATTRACTIVE OFFERS FOR THEM

Y	N
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<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
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4 IS YOUR CONTENT EFFECTIVE?

WE FREQUENTLY PRODUCE ORIGINAL CONTENT (BLOG POSTS, EBOOKS, VIDEOS ETC)

OUR CONTENT FOCUSES ON OUR CUSTOMER NEEDS – NOT ON US

EACH PIECE OF CONTENT INCLUDES A CLEAR CALL-TO-ACTION

OUR AUDIENCE REGULARLY ENGAGES WITH OUR CONTENT

Y	N
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5 ARE YOUR EFFORTS FOCUSED ENOUGH?

ALL THE CHANNELS WE'RE ON ARE VERY REGULARLY UPDATED

THERE IS AT LEAST ONE ONLINE CHANNEL WE HAVE TOTALLY MASTERED

WHEN WE TRY A NEW APPROACH ON DIGITAL, WE FOLLOW IT THROUGH UNTIL IT WORKS

WE HAVE TIME TO FOLLOW UP ALL THE ENQUIRIES WE GENERATE ONLINE

Y	N
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6 IS YOUR WEBSITE PULLING IN NEW CUSTOMERS?

WE ATTRACT ENOUGH TRAFFIC TO BRING IN SIGNIFICANT NEW BUSINESS (POTENTIALLY)

WE'VE MADE OUR WEBSITE SEARCH-ENGINE FRIENDLY

WHAT WE SELL IS CLEAR ON OUR WEBSITE

WE OFFER VISITORS FREE CONTENT TO DOWNLOAD

Y N

7 IS YOUR PROGRAMME ADEQUATELY RESOURCED?

WE HAVE A GENEROUS BUDGET FOR DIGITAL

WE HAVE THE MANPOWER TO EXECUTE OUR DIGITAL MARKETING PLANS WELL

OUR STAFF HAVE THE SKILLS AND EXPERTISE TO RUN OUR DIGITAL PROGRAMME

WE HAVE TOOLS TO AUTOMATE SOME OF OUR ONLINE MARKETING, AND TRACK LEADS AND SALES

Y N

8 IS YOUR PROGRAMME CONSTANTLY BEING REFINED?

WE BENCHMARK OUR DIGITAL MARKETING PERFORMANCE

WE TEST OUR CAMPAIGNS TO SEE WHAT WORKS BEST

WE REGULARLY REVIEW OUR ONLINE STRATEGY

WE IMPLEMENT CHANGES IN LIGHT OF OUR FINDINGS

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THE BIGGEST FACTORS HOLDING BACK OUR BUSINESS ONLINE ARE:

BUILD AN UNSTOPPABLE BUSINESS WITH YOUR ONLINE MARKETING

Now you have identified where your online marketing is letting you down, it's crucial that you develop a plan to quickly address the issues.

If breaking through to the next level is a priority for you, let's schedule an intensive, one-hour More Clients Online strategy session, where we can pinpoint specific next steps you need to take, and move you quickly down the road to success online.

Click here to make it happen or visit
<http://www.brainstorm-digital.co.uk/online-strategy-session/>

Best,



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