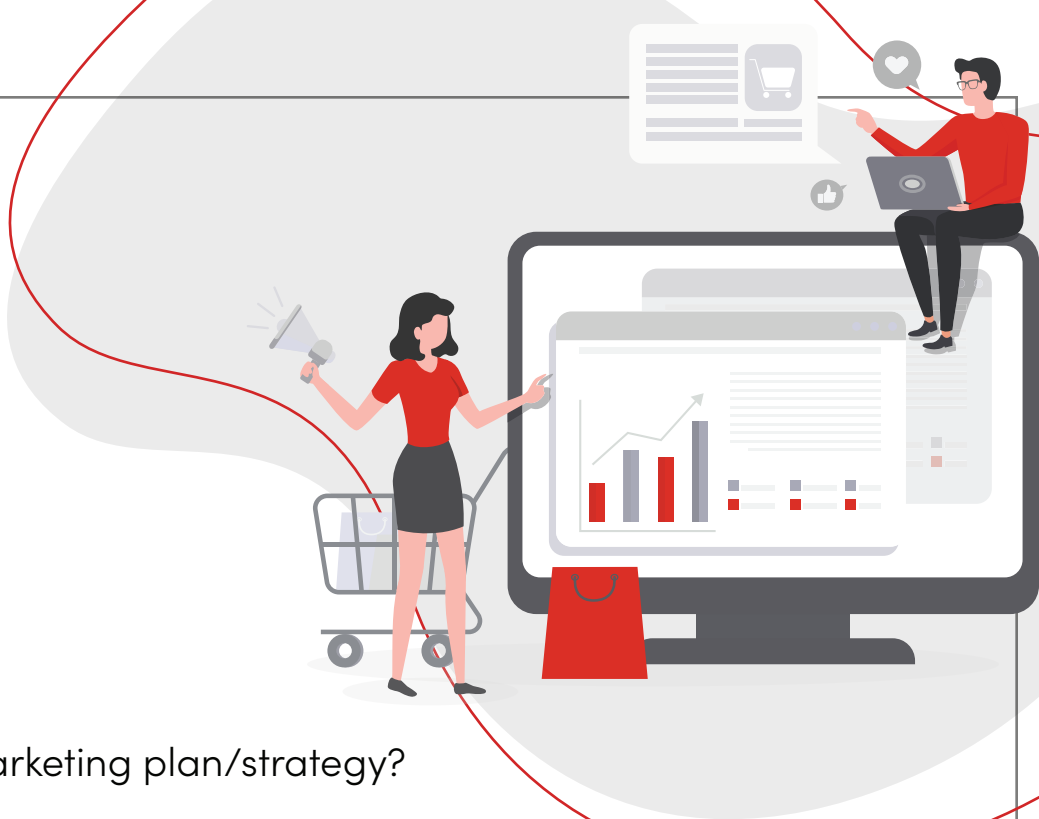




Smarty Pantz Marketing

10-Point Marketing Audit



Overall

Do you have a marketing plan/strategy?

Does your marketing strategy include the following:

Yes / No

- 1.** Do you have a CRM and email marketing platform to stay in touch with your clients and leads? Yes No
- 2.** Do you have branded social media profiles, including FB, Twitter, Instagram, LI, and YouTube that you post to regularly? Yes No
- 3.** Do you have a Google My Business listing that is optimized? Yes No
- 4.** Do you have at least a 4-star rating on Google and have a reputation management program to garner new Google reviews? Yes No

Yes / No

- | | | | |
|------------|---|--------------------------|--------------------------|
| 5. | Do you have an ongoing SEO Strategy? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. | Is your website technically sound and optimized for the search engines? | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. | Are you doing paid socials ads? | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. | Do you have a lead magnet? | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. | Do you have an introductory or explainer video? | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. | Do you have a blog with updated content? | <input type="checkbox"/> | <input type="checkbox"/> |

