



# THE ORGANIZED BRAND®

## BRAND MARKETING AUDIT

This Marketing Audit paves the way by reviewing all current and future touchpoints to eliminate gaps in messaging, style, and look creating space for further consideration of your marketing operations.

Let's roll up our sleeves to achieve a grasp on the customer experience from start to finish by utilizing your brand's touchpoints.

First, review each area or Item In these broad categories below. Then get Into a more detailed review of your marketing plan and tactics on the next page.

### INTERNAL FACING ITEMS

- Staff Communication Materials
- Email Portal
- Email Signatures
- Any other internal communication platforms (Eg. Slack, MS Teams)
- Office Environment
- Employee Manual/Handbook
- Tools/apps used to create messaging

### EXTERNAL FACING ITEMS

- Letterhead
- Envelopes
- Mailing Labels
- Invoices
- Paychecks/stubs
- Business cards
- Zoom/Video Background
- Email Signatures
- Signage
- Trade Show Materials
- Travel gear
- Swag or merch
- Bags, packaging

### DIGITAL FOOTPRINT

- Website
- Social Media Platforms
- Templates for Powerpoint, Word, Newsletters
- Webinars, video

### DEPARTMENTAL

- Sales
- Marketing
- HR
- Finance
- Operations
- Customer Service & Support
- Other





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## BRAND MARKETING AUDIT CHECKLIST

### OVERALL MARKETING STRATEGY

- Do you have a marketing strategy?
- Are you using a referral strategy or a loyalty program?
- Is your marketing strategy well-documented?
- Is there a content marketing strategy?
- Do you keep track of your marketing results?
- Do you have an email marketing strategy?
- Which marketing channel is generating the most leads?
- Do you have a paid advertising strategy?
- Which channel has the largest ROI?
- Do you have a Brand Strategy & Styleguide?

### WEBSITE SPECIFIC

- Is your company's website design up-to-date and relevant?
- Is the rest of your content up-to-date?
- Is your company's website design responsive?
- Do you have an active blog on your website?
- Does your website have clear call-to-actions?
- Is the contact information on your website up-to-date?
- Do you utilize website analytics?
- Can your website visitors easily find information on your website?
- Do you have a back-end content management system?
- Do you have recent pictures of your office space/team members?
- Is your website optimized for search engines?
- Are there links to your social media pages?

### SOCIAL MEDIA MARKETING

- Does your company have a social media presence? Is the information up to date?
- Is your activity integrated with your overall marketing strategy?
- Are you responding to inquiries and engaging?
- Are you getting leads from social media?

### INTERNET MARKETING

- Is your company's information up-to-date elsewhere on the internet?
- Are people finding your website on search engines?
- Is your website generating leads?
- Backlinking - are there links across partners?

### CONTENT

#### CONTENT DESIGN

- Scannable and easy-to-read
- Includes strong titles and tags
- Uses audience-appropriate language
- Shareable
- Better than the content found on Page 1 of search results

#### CREDIBILITY

- Free of spelling and grammar errors
- Links to reputable sources
- Has been fact-checked

#### KEYWORD USAGE

- Is not overstuffed with the primary keyword
- Has related keywords
- Uses synonyms, abbreviations, and plural forms
- Uses keywords in URL, page titles, and image text
- Includes a variation of your target keyword in the first 1,000 words



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