THE ULTIMATE MARKETING CHECKLIST

149 Steps to Achieve Marketing Perfection. What's Your Score?

KEY: **NO** **Missing or Failing.** **OK** **But Needs Work.** **YES** **Looking Good!**

Using the table below and overleaf, tick the column that best represents where your company is at right now...

A. **YOUR BUSINESS STRATEGY** The Bedrock of Your Brand		NO	OK	YES
1	Your Company Has a Written a 5 Year Vision			
2	Your Company Has a Mission Statement			
3	100% of Staff Can Quote Your Mission			
4	Your Company Has Defined Its Purpose (Why)			
5	Your Company Has Defined Its Company Values			
6	Your Values Are Displayed (Internally & Externally)			
7	Your Company Has a Current SWOT Analysis			
8	Your Primary Target Market is Well Documented			
9	Your Secondary Target Market(s) Also Defined			
10	Your Target Market Problems/Wants Are Mapped			

B. **YOUR BRAND IDENTITY** Are You Looking Your Best?		NO	OK	YES
11	Your Company Logo is Clear and Modern			
12	Your Company Name & Logo Are Trademarked			
13	Your Company Has Access to a Master Set of Logos			
14	Your Company Has an Effective Tagline			
15	Your Company Knows Its Brand Personality			
16	Your Company Fonts Reflect Your Brand Personality			
17	Your Company Colours Reflect Your Brand Personality			
18	Your Brand Fonts Are The Same on All Collateral			
19	Your Brand Colours Are The Same on All Collateral			
20	Your Company Has a "Brand Style Guide"			
21	Your Brand Uses Consistent Visual Elements			
22	Your Brand Imagery Looks Authentic (Non Stock)			
23	Your Physical Location is Well Branded			
24	All Company Motor Vehicles Are Well Branded			
25	All Social Icons & Social Covers Are Consistent			
26	Printed Banners Exist for Events & Trade-shows			
27	All Customer Facing Staff Wear Uniforms			
28	Company Has a Compelling Origin Story			

C. **COMMUNICATIONS** Are You Proactive?		NO	OK	YES
29	Your Company Uses a Modern CRM Tool			
30	Your CRM is Configured for the Business			
31	All Phone Calls are Answered Without Fail			
32	All Inquiry Emails Get an Instant Reply			
33	All Inquiry Emails Are Replied to within 4 Hours			
34	Your CRM Contains Several Pre-Built Follow Ups			
35	Your Company Website Has a FAQ/Support Page			
36	Marketing Emails Are Sent Every 2 Weeks			
37	You Plan Content Emails 3 Months in Advance			
38	Warm Leads Are Called Every 2 Weeks			
39	You Have Simple Collateral (E.g. Brochures)			
40	You Have Detailed Collateral (E.g. Magalog)			
41	You Send Clients a Note/Gift on Birthday			
42	You Send Clients a Note/Gift for Christmas			

D. **YOUR WEBSITE** Your Businesses Epicentre		NO	OK	YES
43	Your Website Loads Under 3 Seconds			
44	Your Welcome Panel Says What You Do			
45	Your Welcome Panel Explains The User Benefits			
46	Your Welcome Panel Says Why You're Unique			
47	Your Welcome Panel Has an Emotion Generating Hero Image			
48	There is a Clear Call to Action Above the Fold			
49	Your Welcome Panel Looks Great on Mobiles			
50	Your Home Page Has Been Optimised for SEO			
51	Your Home Page Expands on User Benefits			
52	Your Home Page Shows Products/Services			
53	Your Home Page Has Dynamic Content (E.g. Blog)			
54	Your Home Page Shows Your Credibility			
55	Your Home Page Offers a Strong Lead Magnet			
56	Your Lead Magnet is Linked to a CRM			
57	Your Navigation Has No More Than 5 Options			
58	Your About Us Page Is Focused on The User, Not You			
59	You Have Great Copy on Products/Services Pages			
60	You Have High-Quality Photos on All Products Pages			
61	Your Products Pages Are All Optimised for SEO			
62	A Call to Action is Present on Every Page			
63	Your Website Has a Dedicated Landing Page			
64	Your Website Contains at Least 5 Videos			
65	Your Website Has 10 Quality Testimonials			
66	Your Website Has a Blog That's Updated			
67	Your Website Has a HotJar Code Installed			
68	Your Facebook Pixel is Installed & Working			
69	Your Google Pixels are Installed & Working			

E. **USING FACEBOOK** The Worlds #1 Website		NO	OK	YES
70	The Company Owner(s) Have Personal Facebook Pages			
71	Your Company Has a Business Facebook Page			
72	You Support Enquiries Via Facebook Messenger			
73	Your Facebook Page Contains 20 5-Star Reviews			
74	The Company is Posting 2-3 Times Per Week			
75	Your Posts Contain Useful Content or Stories			
76	Your Posts Contain High-Quality Images/Videos			
77	Your Company Boost All High Performing Posts			
78	Your Company Generates New Leads Via Facebook Ads			
79	Your Facebook Account Has Remarketing Ads Running			
80	Someone in The Company is Measuring Results on Ads			
81	Your Company is Split Testing Ads Copy & Images			
82	The Same Standards Are Being Achieved on Instagram			

CONTINUE OVER...

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F. USING GOOGLE
The Worlds Biggest Search Engine

		NO	OK	YES
83	Your Business Name Ranks Position 1 on Google			
84	You Know The Top 10 Keywords in Your Industry			
85	You Rank on Page 1 for Your 10 Keywords			
86	Your Company Has a Google My Business Page			
87	Your Google My Business Page Contains Great Photos			
88	Your Google My Business Page Has 20 5-Star Reviews			
89	You Look at Google Analytics Every Week			
90	You Use Google Goals to Measure Conversion			
91	You Use Google Experiments to Split-Test Pages			
92	You Use Google Tag Manager on Website			
93	You Have Google Remarketing Ads Running			
94	Your Remarketing Banner Ads Are Effective			
95	You Have Google Search Ads Running			

G. OTHER SOCIAL MEDIA
Where Are Your Prospects?

		NO	OK	YES
96	The Company Owner(s) Have Personal LinkedIn Pages			
97	Your Key Staff Have Professional LinkedIn Pages			
98	Your Company Has an Updated LinkedIn Page			
99	Your Company Posts on Feed (1/week)			
100	Your Company Has a Dedicated YouTube Channel			
101	Your YouTube Channel Has Been Optimised for SEO			
102	You Have at Least 5 Videos on Your YouTube Channel			
103	Each YouTube Video Has Been Optimised for SEO			
104	Your Company Produces a Regular Podcast			

H. ADDITIONAL MARKETING
Additional Channels

		NO	OK	YES
105	10 Companies Send You Regular Referrals			
106	You Attend 1 Networking Event Per Month			
107	You Exhibit at 2 Trade Shows/Expos Per Year			
108	You Send a Story Idea to Media Every Month			
109	You Are Featured in the Media Every Quarter			
110	You Write Articles for Relevant Blogs/Mags			
111	You Send Direct Mail to Qualified Leads			
112	You've Submitted Your Business to Awards			
113	Your Business As Won 3 or More Awards			
114	You Run Live Events for Prospects or Leads			
115	You Have Tested Sponsoring an Award/Event			
116	You Have Tested Print Ads in Your Local Area			

I. YOUR SALES PROCESSES
Time to Seal the Deal

		NO	OK	YES
117	Your Company Has a Set Sales Process			
118	You Utilise Visual Aids When Selling			
119	You Limit Options to Make It Easy to Buy			
120	You Have a Professional Sign Up Process			
121	You Have a Terms of Service Agreement			
122	You Give a Surprise Gift After They Buy			
123	You Have a System for Educating New Clients			
124	You Follow Up After a Service Interaction			
125	You Have a Process to Ask for Testimonials			
126	You Have a Process to Ask for Referrals			
127	You Send a Note/Gift After Getting Referrals			

J. TESTING & MEASURING
Know What's Working

		NO	OK	YES
128	You Measure The Number of Leads Gained Every Week			
129	You Know Your Desired Cost Per Lead			
130	You Know Your Actual Cost Per Lead			
131	You Ask Every Lead 'How Did You Find Us'			
132	You Measure The Number of Every Lead Source			
133	You Know Average Cost Per Lead, Per Source			
134	You Measure The Number of Sales Every Week			
135	You Know Your Current Conversion Rate			
136	You Measure Your Average Dollar Sale			
137	You Generate a Weekly Marketing Report			
138	You Have a Live Marketing Dashboard			
139	You Plan Your Marketing Goals (Quarterly)			

K. YOUR MARKETING TEAM
Who's Making It Happen?

		NO	OK	YES
140	Your Company Has an External Brand Strategist			
141	Your Company Has an External Marketing Advisor			
142	Your Company Has a Full-Time Marketing Manager			
143	Your Company Has On-Demand Graphic Designer			
144	Your Company Has an On-Demand Web Developer			
145	Your Company Has an On-Demand Copywriter			
146	Your Company Has an On-Demand CRM Expert			
147	Your Company Has a Social Media Co-ordinator			
148	Your Company Has Video Creation Expert			
149	Your Company Has Dedicated Sales Person/Team			

TOTALS:

# of NOs	# of OKs	# of YES'	/149	x 100 =	FINAL SCORE	%

Divide your score by 153, then times it by 100 and that is your percentage.

YOUR SCORE

0-50% - ***Uh Oh***, either your business is very new or you've got missed opportunities everywhere and it's costing you big. ***We can help!***

50-75% - ***Well done***, you're doing better than most but there's still plenty of room to improve and increase your revenue. ***Get in touch!***

75-100% - ***Congratulations***, you're doing well and now you know what else you need to do to achieve marketing perfection. ***High five!***

Business Blueprint

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