

ASSESSMENT

BUSINESS NAME:

COMPLETED BY:

DATE:

Maybe you are just starting out, or you've been in business for many years – these are the top seven things every business should be utilizing in their marketing strategy. This Marketing Assessment survey will help you identify ways to optimize your digital strategy.

1. Do you have a vector logo? YES NO NOT SURE
2. Have you claimed your business listing on Google? YES NO NOT SURE
3. Do you have an updated website that is mobile responsive? YES NO NOT SURE
4. Do you have a consistent social media presence? YES NO NOT SURE
5. Are you using a business email address tied to your website domain? YES NO NOT SURE
6. Are you collecting your customer and prospect's email addresses? YES NO NOT SURE
7. Are you utilizing SEM (Search Engine Marketing) to get prioritized on Google? YES NO NOT SURE