What is a Marketing Evaluation?

The team at Prediq created this Marketing Evaluation to help clients conduct an in-depth assessment of the state of their company's Marketing strength. The research process includes a series of questions about your customers and how they engage with your brand. It also includes examining your website, search engine optimization rankings, target audiences, messaging, platform opportunities, budgets, timeframes, conversion paths, brand and key success metrics. The Prediq team can work with you to be certain the technical components such as the website and applications are closely aligned with your goals and the marketing needs.

Tools you may consider using

General Marketing Evaluation Questions

1. Does my brand tell a great story? *(Rate 1-5, 5 being the best)* 1 2 3 4 5
2. How well do I know my target audience? *(Rate 1-5, 5 being the best)* 1 2 3 4 5
3. What are my Marketing Objectives? _____

   _____
4. Have I built various personas? Yes Somewhat No
5. What are my Brand Positioning Strategies? _____

   _____
6. Where do I generate most of my leads? _____

   _____
7. Which Marketing sources provide my company with the best leads? _____

   _____
8. Does my team understand our Customers' Journey? Yes Unsure No
9. Can I improve my Customers' Journey? Yes Unsure No
10. What is the LTV (lifetime value) of my customers? _____
11. Could my company use a brand update? 1 2 3 4 5
12. When was my Marketing Plan optimized? 2020 2019 Can't recall
13. Which offline Marketing channels does my company use? Print Direct Mail
    TV Radio Trade Shows Billboards Call Center
14. What has been the most successful promotion in my company's history? _____

_____

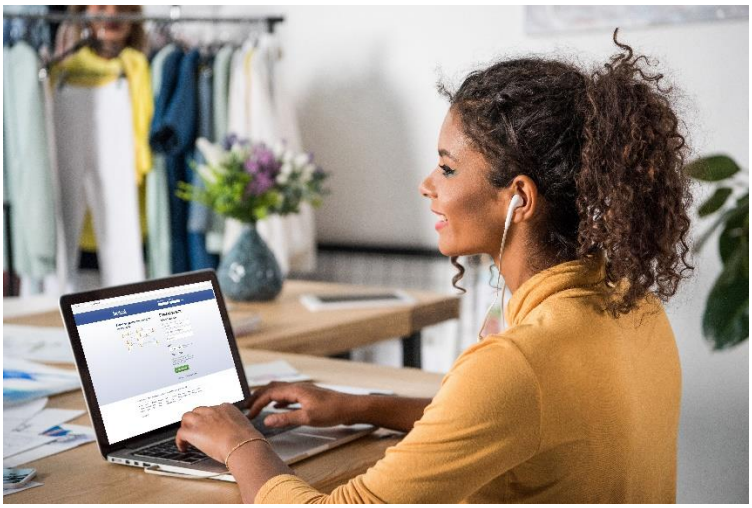
15. How do Customers feel about our products and customer service? _____

_____

16. How many reviews does my company have online? _____
17. How quickly does my team reply to Reviews? 1 Day 2-5 Days 6+ Days
18. The pricing for my products & services are…. Low Mid-Tier High
19. What's your strongest UVP (unique value proposition)? _____

_____

20. Who is my biggest competitor? _____
21. What is my ideal Budget for growth? _____



Questions About My Website

1. What CMS (*content management system*) do I use? _____
2. Where do I host my website? _____ When does my domain expire? _____
3. What's the speed of my website? Desktop _____ Mobile _____
4. Do I have an updated Privacy Policy & Terms of Use? Yes Unsure No
5. Is my website ADA Compliant? Yes Unsure No
6. Do I have a backup of my website? Yes Unsure No
7. How often do I add new content to my website? Weekly Monthly Never
8. Does my website have an active and accurate sitemap? Yes Unsure No
9. How many pages does my website have indexed on Google? _____
10. How many clicks do I get each month? _____
11. How many websites link to my website? _____
12. What are the top referring websites? _____
13. What is my Bounce Rate? _____ What's the average visit duration? _____
14. What are the top pages visited on my website? _____
15. Are all the forms on my website working? Yes Unsure No
16. Does my form ask the right qualifying questions? Yes Unsure No

Questions About My Search Engine Optimization

1. Who has access to my Google My Business? _____
2. Who has access to my Google Search Console? _____
3. Is my website mobile/responsive? Yes Unsure No
4. Is my website secure with an SSL certificate? Yes Unsure No
5. Where does my website rank for my top keywords? _____
6. Does my company offer free guides, eBooks, etc. for Inbound Marketing? Yes No
7. Do I have the list of Keywords we use? Yes Unsure No
8. What is the average CPC - cost per click for my products on Google?
9. What is the average CPC - cost per click for my products on Microsoft?
10. What is the average CPC - cost per click for my products on Facebook?

The Only SEO Checklist You Will Need

SEO Basics

- ☐ Set up GSC and Bing Webmaster tools
- ☐ Set up Google Analytics
- ☐ Install and configure an SEO plugin (Wordpress)
- ☐ Generate & submit a sitemap
- ☐ Create a Robots.txt file
- ☐ Check Search Console for manual actions
- ☐ Make sure that your website is indexed

Keyword Research

- ☐ Identify your competitors
- ☐ Find your main 'money' keywords
- ☐ Find long-tail keyword variations
- ☐ Create a keyword map
- ☐ Analyze the intent of pages that rank
- ☐ Identify questions that are being asked
- ☐ Understand how difficult it is to rank for target keywords

Technical SEO

- ☐ Make sure you are using HTTPS
- ☐ Check for duplicate versions of your site
- ☐ Find & fix crawl errors
- ☐ Improve site speed
- ☐ Fix broken internal & outbound links
- ☐ Find and fix HTTP links on HTTPS pages
- ☐ Make it mobile-friendly
- ☐ Use an SEO-friendly URL structure
- ☐ Add structured data
- ☐ Check the page depth
- ☐ Check temporary 302 redirects
- ☐ Find and fix redirect chains & loops

On-Page & Content

- ☐ Fix duplicate, missing & truncated title tags
- ☐ Find & fix duplicate, missing meta descriptions
- ☐ Find and fix multiple H1 tags
- ☐ Improve title & meta tags, and page content
- ☐ Run a content audit and prune content
- ☐ Optimize images (naming, ALT tags, size)
- ☐ Improve internal linking
- ☐ Find & fix keyword cannibalization
- ☐ Find & fix orphaned site pages
- ☐ Is your content up to date?

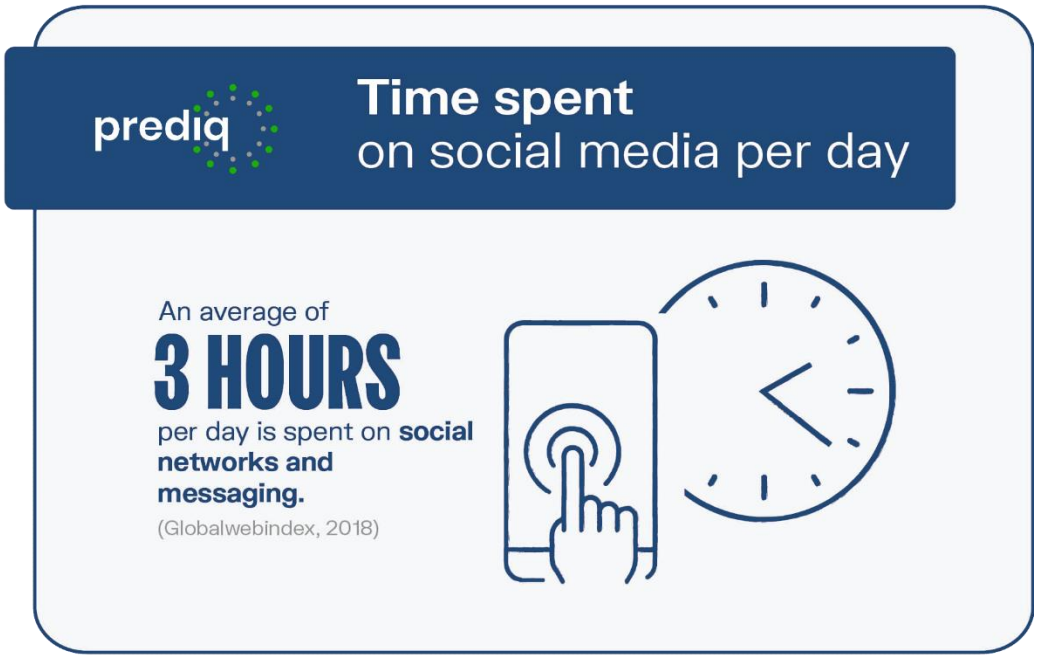
Off-Page SEO

- ☐ Analyze your competitor's link profile
- ☐ Conduct a link intersect analysis
- ☐ Turn unlinked mentions into links
- ☐ Find new link building opportunities
- ☐ Set up and optimize Google My Business

GENERATE MORE LEADS!

Questions About My Lead Generation Campaigns

1. What is my cost per lead? Low-end $_____ High-end $_____ Unsure
2. What is my cost per sale? Low-end $_____ High-end $_____ Unsure
3. Do I have a written Referral Program? Yes Somewhat No
4. Do my competitors use Affiliate Marketing to drive traffic? Yes No Not Sure
5. Does my company purchase 3rd party leads? Yes No
6. Are Marketing, Sales & Customer Service aligned? Yes Somewhat No
7. What tools am I using to manage leads? _____
8. Who follows up with leads in my company? _____
9. How quickly do you follow up with leads? 0-5mins 5mins-1hr 1 hr-1day 1 Day+
10. What CRM *(customer relationship management)* software does my Sales team use? _____
11. Do I have a Lead Nurturing plan? Yes Somewhat No
12. What Email Marketing software does my company use? _____
13. Does my company use an automated Email Drip campaign? Yes No
14. What is my Open Rate? _____ What is my CTR (clickthrough rate)? _____
15. How often do I analyze my Website Analytics? Weekly Monthly Never



Questions About My Social Media Pages

1. Does my company use a Social Media plan? Yes Somewhat No
2. Does my company use a Social Media Content Calendar? Yes No
3. How often do I post on Social Media? Weekly Monthly Never
4. Which Social Media platforms is my company active in? Facebook Twitter Instagram LinkedIn Tik Tok Snap Quora Redditt _____
5. Does my company run Social Media Ads? Yes No Sometimes
6. Who manages the messages from all Social Media platforms? _____
7. How many videos do I have on Youtube? 0 1-9 10+
8. I log into LinkedIn... Weekly Monthly Never
9. How do I measure success on Social Media? Likes Leads Followers Reach Other _____
10. Who are my most visible competitors on Social Media? _____

Prediq Marketing Evaluation Exercise

Step 1: Define Your Goals

What are we setting out to accomplish? Generate more **web traffic**? Build your **email list**? Increase **revenue**? Thinking about your objectives is not enough. Write them down and get them documented.

My Marketing goals are…

#1 _____

_____

#2 _____

_____

#3 _____

_____

#4 _____

_____

Step 2: Identify & Segment Your Audience

Who are these people/companies? You need to know not only who, but where. List categories and groups of demographics: age, geography, career, lifestyle habits and hobbies.

My Target Customer is… (industry/job/title/description)

#1 _____

#2 _____

#3 _____

#4 _____

Top Locations

_____

_____

Top Interests

_____

_____

Step 3: Relate To Your Audience

Do you understand their needs? Put yourself in their shoes. What would make their lives and jobs easier? If you can answer those questions, you're halfway there.

My Customers' pain points are…

#1 _____

#2 _____

#3 _____

#4 _____

My Customers commonly ask questions like…

#1 _____

#2 _____

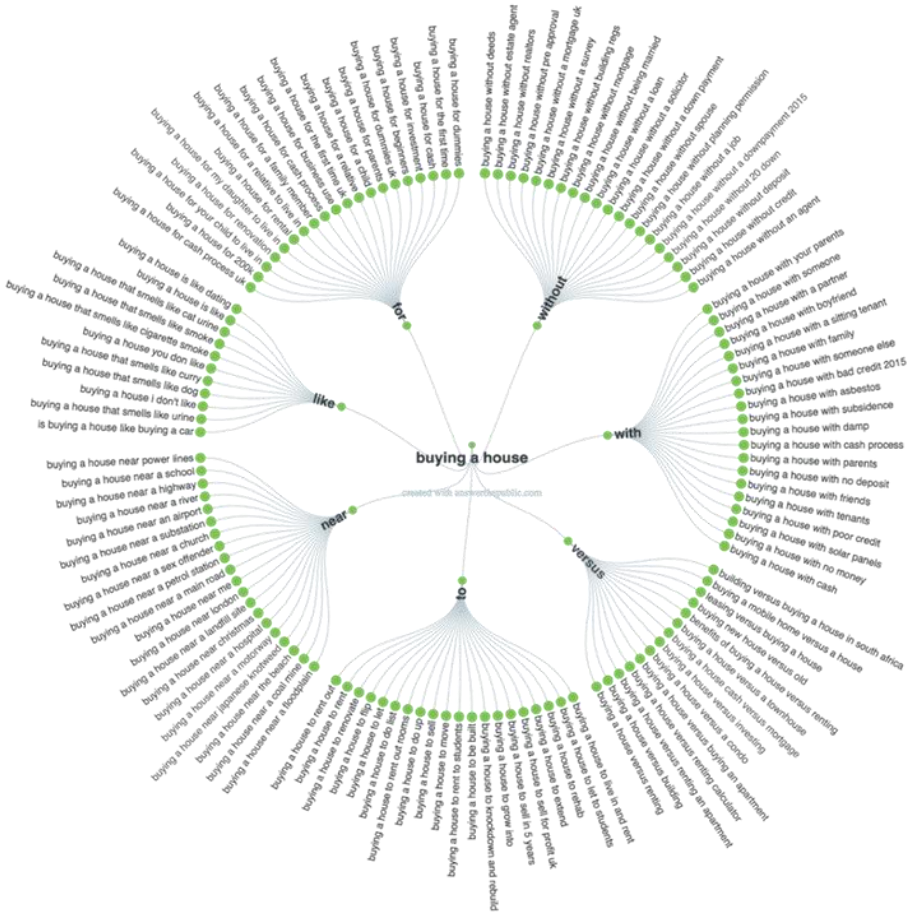
#3 _____

#4 _____

My Customers search for my products or services using the following keywords…

Step 4: Select Topics & Messaging

…that answer their questions. Your audience faces challenges. Address these challenges with answers, professional advice, tips, how-tos, and more. They are already out there looking for this information! Create a list using Answer The Public.



What types of information might help your audience?

- ☐ Questions & answers posts
- ☐ How-to's
- ☐ Professional advice
- ☐ Tips
- ☐ Other _____

List the topics and message points that answer your audience's questions.

#1 _____

#2 _____

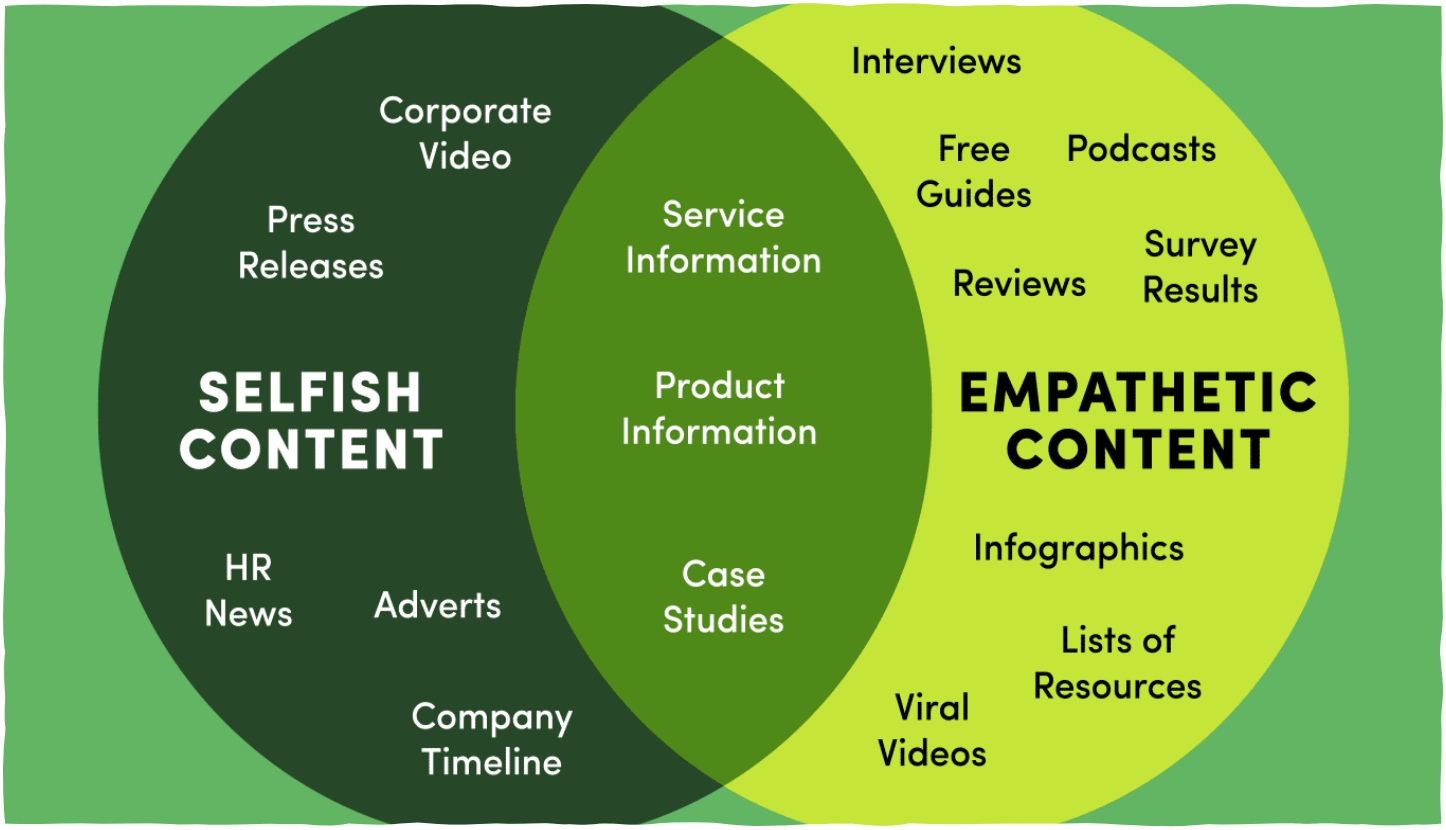
#3 _____

#4 _____

You may also try searching using Quora to see what's popular in your industry.

Step 5: Identify the best format & marketing channels

How will you distribute content? Consider the best formats and channels to address your audience's challenges. Do they spend time on Facebook? Could you reach them through email? Would they prefer to watch a video vs. read a blog post? Most importantly, figure out what kind of content your customers will engage with.



What forms of content might interest your audience?

- ☐ Blog posts
- ☐ eBooks
- ☐ White papers
- ☐ Case studies
- ☐ Infographics
- ☐ Videos
- ☐ Podcasts

…through which distribution channels?

- ☐ Email blasts
- ☐ PPC/Paid Ads
- ☐ Public Relations
- ☐ Press Releases
- ☐ Social Media
- ☐ Website Updates
- ☐ Events
- ☐ Offline Media

Step 6: Create a Timeline

When will you distribute? Calendar out a smart, strategic publishing schedule to get the content out at optimal times. Your schedule is a critical element to long term success.

Who, What & When?

#1 _____

#2 _____

#3 _____

#4 _____

Try using SMART Goals