

Marketing Audit Checklist

Business Name: _____



Capture

Yes No

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Does business have missed-call text-back in place?
Small and mid-sized businesses miss about 62% of calls! Automating a text message back to missed-call dialers prevents prospects from calling competitors and recoups countless in would-be missed revenue!

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Does website have a text-enabled phone number?
9 out of 10 people want to use messaging to interact with businesses, and the average open rate of an SMS is 99%! It's critical that businesses offer Text Messaging as a communication channel for their customers.

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Does website have an SMS chat widget?
SMS chat widgets allow website visitors to quickly initiate a text-message conversation but not be tethered to a website.

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Is Google Business Chat enabled?
The average business receives over 1,000 monthly visits to their Google Business Profile! Activating Google Chat immediately converts more of these visitors into customers.

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Are popular listings in place and in order?
Top-ranking local businesses have approximately 81 citations from top-level domains on average and search engines love to see consistent data.

Nurture & Close

Yes No

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Does business have a consolidated conversation stream? Is it mobile-friendly?
Managing conversations across communications in one conversation stream increases response time and ensures conversations don't go unanswered.

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Is business leveraging Text Snippets or auto-replies for FAQs?
Response time is the #1 factor when it comes to turning conversations into sales.

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Is the business set up to send personalized video messages to leads?
93% of companies who send personalized videos see an increase in conversion rates.

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Does the business have Text-2-Pay?
Businesses need to be able to collect payments on the go and Text-2-Pay makes it easy and lightning fast.

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Does the business have Text-2-Pay?
Tap to pay turns smartphones into credit card readers, enabling payment anywhere!

Evangelize

Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	Does business have an acceptable amount of Google reviews? 60% of consumers feel that the number of reviews a business has is critical and 88% of consumers make the effort to consult reviews before purchase.
<input type="checkbox"/>	<input type="checkbox"/>	Does business have an acceptable rating? 3.3 Stars is the minimum rating customers accept.
<input type="checkbox"/>	<input type="checkbox"/>	Are reviews being generated frequently and consistently? A steady increase in reviews has been shown to correlate with an increase in phone calls from Google Business Profiles.
<input type="checkbox"/>	<input type="checkbox"/>	Are reviews being replied to? 89% of consumers say they're likely to choose a local business that responds to reviews.

Reactivate

Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	Does business have a database of emails and phone numbers? Businesses who aren't consistently growing a database of potential and existing customer information generate significantly less repeat-buyers than businesses who have healthy databases.
<input type="checkbox"/>	<input type="checkbox"/>	Does business have a way to send bulk email/sms? Businesses that can send news, promotions, updates, and stories to contacts in bulk are able to generate new sales on-demand.
<input type="checkbox"/>	<input type="checkbox"/>	Does business have a Newsletter Builder? Visual emails create brand awareness and increase brand loyalty .

Overall Score: _____

If you'd like to fix the No's above email us at: support@dfamarketing.com

