

Assess your Digital Marketing Strategy



Is your digital marketing strategy working for your business?

Go through this questionnaire to get an answer

Well-defined and realizable digital marketing goals, audiences, and strategies are a must for every business.

Part 1. Basic Questions

1. What are your digital marketing goals and challenges for your business?
2. Who are your potential buyers (target market)?
3. What activities and processes you follow for marketing and sales?

Digital Marketing is all about using multiple methods and online channels for reach and conversion.

Part 2. Digital Marketing Activity

1. Do you do content marketing?
2. Are you active on all relevant social media?
3. Do you regularly post effective and engaging content on social media?
4. Do you do social media marketing?
5. Do you use Google Ads to get visitors to your site and generate sales/leads?

An effective digital marketing strategy has realizable objectives, analyzable and actionable data, and measurable results.

Part 3. Analysis and Results

1. Is your digital marketing strategy helping achieve your goals?

If yes,

2. Are you seeing optimum results?

3. Are you using social media management and analytical tools like Hootsuite and Google Analytics?

4. Are your digital marketing campaigns efficient?

5. Are you getting optimum Returns on Ad Spend?

If yes,

6. What percentage is your ROAS?

7. Are your social media activities getting results?

8. How many posts did you do in the past month?

9. How many views, likes, and engagements your posts received?

What next?

If any of your answers are No or negative for the questions in parts 2 and 3, what should be your next steps?

Part 4. Questions to be answered

1. Which market, products, or services are not bringing desired results, like revenue and profit?
2. Which digital marketing channels need attention?
3. How much improvement in revenue do you expect/aim for the next month/quarter? Mention in percentage.
4. What actions/steps do you intend to take to achieve this improvement?
5. How much time, effort, and budget are you willing to spend?

Your answers to the last five questions will guide your next steps.

However, we are here to help you at any stage. You can [contact us](#) anytime.

All The Best!