

Your Mid-Year Marketing

Audit Checklist

Your overall strategy

- Are there any big-picture changes affecting your brand that would impact your current marketing goals?
- Are any marketing goals no longer relevant?
- Do your marketing efforts target each part of the funnel?
- Has your target audience changed? Do you want to reach new audiences? Do you need to update your buyer personas?
- Do your customers have new pain points or motivators?
- Do you have any new competitors? If so, who are they?
- What are your competitors' customers saying about them?
- Has your market share changed?
- What feedback have customers given?
- Have there been any changes to your buyer journey map?
- Will any new market trends impact your business?
- Have any particular marketing strategies clearly worked (or not worked)?
- Do you have new value propositions?
- Where are shoppers dropping off before converting?

Your website

- Have you updated outdated pages?
- Are any links broken? If yes, fix them.
- Does your website flow in a logical way?
- Do you offer clear value propositions on your homepage?
- Are there unnecessary pages worth culling?
- Have you optimized your CTAs?
- Have you added trust signals throughout your site?
- Is your contact information accurate?
- Are your privacy pages up to date and clearly linked?
- Have you configured your canonical tags?
- Are your backlinks accurate and up to date?
- Are your UI elements consistent and straightforward?

Your marketing tactics

Content and Social Media

- Do you have a healthy mix of content (e.g., videos, short blogs, long-form blogs)?
- Are there certain content types that resonate more with your audience and see higher engagement levels?
- Are there audience segments you need to start creating content for?
- Are you monitoring your social media mentions? What are people saying?
- Is your content plan built around target personas and buyer journey stages?
- Does your content calendar include a mix of evergreen and trending topics?

SEO

- Which keywords are most effective in driving conversions?
- Is your site content optimized for search?
- Are your key pages built around specific keywords?
- Are your site's H1 tags, page titles, and URLs correct and contain your target keywords?

Influencer

- Are there new influencers you want to add to your strategy?
- How are you building your influencer relationships?
- Do you need to revisit any existing relationships?
- What's the ROI for your influencer campaign?

Email

- Are there any trends related to email open rates and click-through rates?
- Are there certain content types that resonate more with your audience and see higher engagement levels?
- Are there audience segments you need to start creating content for?
- Are your emails built around target personas and buyer journey stages?

Ads and Campaigns

- What were your most and least effective campaigns?
- Are there any new ad formats, placements, or channels worth trying out?
- Have you adjusted your bids according to performance?
- Are your ads segmented by customer profiles and buyer journey stages?
- Do you have a plan for testing and improving your ad creative?
- What is the ROI for your different campaigns?