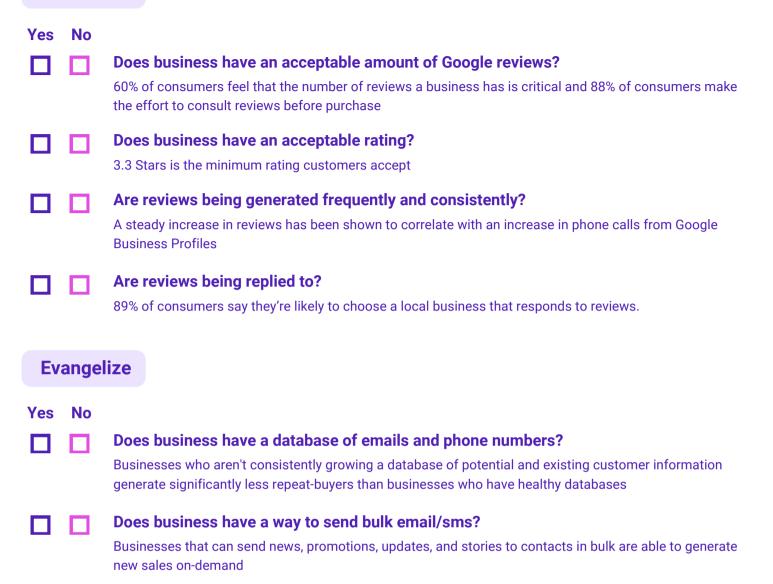# Marketing Audit Checklist

Business Name _____

Common Issues

Yes   **No**

☐   ☐   **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!

☐   ☐   **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.

☐   ☐   **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

☐   ☐   **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.

☐   ☐   **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**

☐   ☐   **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

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

☐   ☐   **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

☐   ☐   **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.

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

Evangelize

Yes	No	
☐	☐	**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

☐	☐	**Does business have an acceptable rating?**

3.3 Stars is the minimum rating customers accept

☐	☐	**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

☐	☐	**Are reviews being replied to?**

89% of consumers say they're likely to choose a local business that responds to reviews.

Evangelize

Yes	No	
☐	☐	**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

☐	☐	**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

☐	☐	**Does business have a Newsletter Builder?**

Visual emails create brand awareness and increase brand loyalty

/17   **Overall Score**

**If you'd like to fix the No's above, contact us contact@socaldigitalstudio.com or (310) 650-0725.
Visit us at https://socaldigitalstudio.com/marketing-system**

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