



CHECKLIST
marketing audit

Uh oh!

Did someone say audit?

Don't worry, we're not examining your financials, but we would like to get up to speed on your organization's marketing environment.

Information and assets provided will help us better understand your brand and existing marketing activities so that Pixa can recommend the most effective marketing strategy going forward.

The following questions will give you an idea of the information we're looking for. The list is non-exhaustive, but pretty comprehensive.

It's ok if you can't check all the boxes! In fact, don't overthink this exercise. We're asking you to provide key examples that you have on-hand and information that is readily available.

Ready? Let's get started!

MARKETING

audit checklist



does your company have these marketing touchpoints?

Check all that apply. Please share examples and photos.

Brand Guide

Brand identity templates (PPT...)

Social media posts

Digital ads (Google Ads, YouTube Ads, Facebook Ads, etc.)

Email campaigns

Mass media – radio, television, billboards

Press releases

Direct mail campaigns

Company newsletters

Articles (written or blog), case studies

Brochures, flyers, posters, point-of-sale materials

Videos, event recordings (virtual or in-person)

Photos from events, conferences, trade shows, awards, booths

Promotional items (for employees, customers)

Samples, demonstration tools

Sales letters (written or digital), sales proposals, business cards

Invoice stuffers

Formalized marketing plan

briefly describe:

SEO activities, directory referrals, Google My Business verification

Memberships, partnerships, sponsorships | *How do you participate? How often? Any awards?*

Loyalty programs, referrals, relationships with industry experts, customer training or other marketing programs

Events, conferences, trade shows | *How often?*

Promotional offers, trade incentives, discounts or rebates

Press activities

Is there is a company newsletter? | *How is it sent out? How often? To whom?*

What type of mailing list(s) do you use? | *Purchased list, company list or both?*

How often are marketing e-mails sent out? How many contacts are there? Is the data up to date?
Very clean, Average, Needs to be updated, Poor?

do you use any of the following?

Please list.

Digital Ad Channels | (Google Ads, YouTube Ads, Facebook Ads...)

Social Media (LinkedIn, Facebook...)

Analytics Platforms (Google Analytics...)

CRM | What's the name? How are marketing activities tracked?

Automazation and tracking platform(s) | What's the name? What is tracked?

Directories | (Yext, Google My Business...)

You're almost there!



FOR THIS FINAL SECTION, PLEASE PROVIDE US WITH LOGIN CREDENTIALS IF APPLICABLE.

marketing platforms

Who owns the admin credentials to these common marketing platforms?

Please provide access to **creative@thinkpixa.com**

PLATFORM	OWNER (NAME/EMAIL)
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Google My Business

Google Analytics

Google Ads

FaceBook Page

Instagram Page

LinkedIn Page

HootSuite

MailChimp

Constant Contact

Other (specify)

website

Tell us a little more about your website.

Website URL

Current platform
(Wordpress, etc.)



Who manages it?
(Name/Email)

Who maintains it?
(Name/Email)

Who owns the admin credentials?
(Name/Email)

Please provide access to **support@thinkpixa.com**

Thank You
You did it!
