

digital marketing audit process

What has prompted the audit?
e.g. "drop in online sales".

catalyst

Start with current data sources. They may provide you with enough information.

gather information

information sources

- Online channel analytics
- Sales data
- Database segmentation
- Survey responses
- Campaign results
- Customer feedback
- Internal interviews
- Competitor analysis

Prioritise your evaluation criteria and plot the data against them. Where are you doing well - or not?

evaluate data

evaluation criteria

- Organisation mission/goals
- Audience development model
- Industry benchmarks
- Digital marketing best practice
- Competitor positioning

What's standing out from the evaluation exercise, positive and negative?

highlight key issues

examples - key issues

- Organisational goal/s not served by digital marketing
- Poor performance against benchmarks, e.g. website bounces
- Instances where ROI is high

Challenge assumptions and identify further research or analysis needs, based on catalyst for audit.

test and assess

Involve the right people at the right time

summarise findings

Your audit will enable you to articulate your digital marketing Strengths and Weaknesses.

