



Digital Marketing Health Check

Advertising & Lead Generation
Securing your business.

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Health Checks

What is a Health Check?

A health check is essentially an audit; you will filter through and answer each question to improve your business's practices and establish your digital culture, one easy step at a time.

This Health Check asks questions across various different digital marketing subjects, and then describes the **industry standard way** addressing these questions, labeled as a **Good Practice**. Performing these audits will be a key part of your business's digital culture journey, and will show you what you are missing to secure and protect your growth.

A health check's core topics will help you know how to answer questions similar to:



What is digital content?

How does digital content affect perception of my business's products or services?

What can I do to establish effective marketing strategies?

What can I do to increase exposure of my product or service?

What can I do to make my business appear further up on Google's search results?

What are key words, and how do they affect and influence SEO?

What do I do if my marketing campaign has a negative response from my audience?



Why these core topics are Important:

A health check will cover the core topics listed above, as some of them can be easily overlooked by many people. From unskilled all the way up to people who are very skilled with technology. This document will help give you an understanding of your goals and aims regarding these topics. Using the topics covered in this document is a good baseline to help you plan your business's future plans of action.

What you hope to achieve by completing this document:

The goal of this document is to get you started on your digital culture transformation journey, no matter how small or big the first steps are, any step in the right direction is important.

You may want to refer back to your health check documents before and after you've implemented any of your business's new policies and procedures.



Health Checks

How to Use Digital Marketing Health Check Documents:

The health checks are laid out in a very simple user-friendly way, with three core columns to focus on. The three columns are set out for you to follow from left to right in the following way:

1: Do You Have?	2: Yes/No	3: Good Practice
Example Question: Do have video and or photo content for your business's brand?		Example Good Practice It's essential that your brand has a visual presence, as well as digital one. Photo and video content allows your brand to highlight what it is as well as what it has to offer, which is important for your customers to see – people trust more in what they can see.
This is a question to assess if you have a specified practice in place. Some of these questions may have a simplified version which may be easier to understand.	You will answer with a Yes/No in this box.	This will be our recommendation of what you should do to solve a lack of certain practices, this is labelled as a Good Practice . A Good Practice is a behaviour that is identified as an industry standard way of doing particular things.

How to Use the Total Score Table:

At the end of every module, there is a **Total Score** table. This table is where you **total up** all your **yes/no** answers **for each module** you complete:

Total Score:	Y: N:	Notes:
This is the total number of yes/no answers in the boxes to the right .	This is where you will put the amount yes and no answers you have totalled up per section.	You can use this box for any additional notes you want to make for each unit you have covered.



Advertising & Leads

Online Advertising & Lead Generation:

Online advertising campaigns are a great way to reach new audiences and drive traffic to your website. Online advertising can cover a range of digital advertising such as paid search marketing, display advertising, social media advertising and price comparison websites. For online advertising to work, you need to have a planned-out strategy to ensure you are making a return on your investment.

Complete the following assessment to ensure you have thoroughly planned your campaign and evaluate your efficiency when running online adverts

Do You Have?	Frequency	Yes/No	Good Practice
Do you have any online advertisements currently running?	N/A		Running online paid adverts is one of the most efficient marketing tools to increase brand awareness and drive traffic to your business. We recommend you allocate a percentage of your marketing budget towards online advertising.
Have you delivered online adverts before?	N/A		Previous experience running online advertisement campaigns will mean you will have some knowledge of what performed well and a rough idea of the budget needed. We recommend you use the analytics from your previous campaigns to make improvements before launching your next one.
Have you made a return on your ad spend (Roas) in your previous online advertising campaigns?	N/A		If your online advertisements are not meeting your target goals you will need to make amendments to improve them. Perhaps you are not speaking to the right audience or have chosen the wrong advertisement method.
Have you ever delivered Google PPC adverts?	N/A		Google PPC adverts come in multiple formats, such as text ads displayed on search results, products shopping ads, display ads shown on websites, and video ads displayed before/within YouTube videos. We recommend you set up a Google business account to get started with your Google adverts.
Have you ever delivered paid social media adverts?	N/A		Social media advertising allows you to reach new audiences through being shown on users' news feeds, messages and discover pages. Social media platforms use users' data to capture the best audience to show your adverts to. Consider the audience you are targeting to decide the best platform to deliver social media adverts on



Advertising & Leads

Do You Have?	Frequency	Yes/No	Good Practice
Have you ever paid for a sponsored listing on an industry comparison site e.g., Check A Trade or Trust Pilot?	N/A		<p>By paying to be featured on industry comparison sites, you will be reaching the right audience who are interested in a service like yours.</p> <p>Research if there are any sites like this relevant to your business. Consider if it's worth paying to be featured on them.</p>
Do you have any experience with influencer marketing?	N/A		<p>Influencer marketing is a powerful tool as it plays on word-of-mouth recommendations</p> <p>Influencers often have loyal followers who trust their recommendations. so paying them to promote your business could generate a lot of sales.</p> <p>Research popular influencers within your industry. Select ones that target the right audience, and are suitable for your budget.</p>
Do you have any experience with paid for PR/press promotion?	N/A		<p>PR and Press promotions can be a cost effective way to get immediate exposure to an established traffic of audience</p> <p>However, the challenges of this lead generation include, no guaranteed results and a lack of control.</p> <p>Use the Start Digital Tool Kit to learn how to write your own press release.</p>
Do you have your business listed in any online directories?	N/A		<p>Online directories are a great way to make your business visible to potentially relevant enquiries.</p> <p>Listing costs for a directory will vary, so research online directories that may be relevant to your industry.</p>
Do you have any employees who have guest starred in a podcast to promote the business?	N/A		<p>Your business may want to launch its own podcast as a promotional tool, but if that is not feasible, it might be a good idea to get someone from your business to make a guest appearance on one.</p> <p>Research if there are any podcasts with listeners similar to your target audience.</p>
Do you have any experience executing guerrilla marketing campaigns for your brand?	N/A		<p>Guerrilla marketing campaigns are memorable and unconventional by nature. They have the ability to leave a lasting impression on your audience.</p> <p>However, they can be very costly, so it may not be right for your business if you do not have a large marketing budget.</p>



Advertising & Leads

Do You Have?	Frequency	Yes/No	Good Practice
Have you ever paid for outside marketing	N/A		<p>Outdoor marketing, through billboards and out of house advertising, can be a cost-effective way to reach a very large audience.</p> <p>The downsides of outdoor marketing are that it is not targeted to a specific audience, and results cannot be tracked as an audience cannot be directed straight from a billboard.</p> <p>For brands that are location specific, this could be a good lead generator.</p>
Do you have any experience with paid-for radio advertising?	N/A		<p>Radio advertisements are excellent for brand awareness and can be very memorable for audiences too. However, radio advertising can be very costly, so consider if this method will be efficient for your business.</p>
Do you have any merchandise for your brand?	N/A		<p>Merchandise can be a great way to spread brand awareness and drive more income to your business. Compare The Meerkat's toy merchandise is a great example of this.</p> <p>However, merchandise will not work for all businesses though, for it to be executed well your branding must be strong and en pointe.</p>
Do you have any experience with paid growth market research?	Monthly		<p>There is no point spending money on advertisements without understanding what appeals to your target demographic. Consider the sample group you will conduct this research on, how will you source them, and how will the research take place.</p>
Do you have any A/B testing on your ad campaigns?	Monthly		<p>A/B testing provides insights as to what works and what does not. You should be A/B testing multiple variables such as: styles, key messages, target audience, colours, and verbiage.</p>
Do you have analytics that show success in your marketing campaigns?	Daily		<p>Regularly reporting the analytics of your ad campaigns is vital to a successful campaign. If your ads are not performing as well as they should be, you need to act fast to avoid losing money.</p> <p>More information on how to report campaign analytics within the Digital Marketing Tool Kit.</p>
Do you have Brand Ownership on search results?	Monthly		<p>Brand ownership on search refers to having PPC ads using your business name as the keyword. Having this will mean you appear at the top of the search results when people search for your business online. If you do not own your brand on PPC search results, your competitors could be stealing your customers.</p>



Advertising & Leads

Do You Have?	Frequency	Yes/No	Good Practice
Have you invested in Bing's PPC?	Monthly		<p>Most people forget to invest in Bing PPC. But since Bing is the default search engine on Windows' default search engine, millions of users are actively using Bing as their standard search engine.</p> <p>By ignoring this search engine completely, you could be losing your business a lot of potential sales.</p>
Are your ads improving Cost Per Action (CPA)?	Monthly		<p>A good advert can only perform successfully for a certain amount of time.</p> <p>If your CPA starts to drop, your ad will need amendments or a new advert may need to be created.</p> <p>This is when you return to A/B testing phase.</p>
Do you have landing pages that align with your adverts' branding?	N/A		<p>Landing pages that are specially created to align with the adverts delivered in terms of style consistency and key messages will see a higher conversion rate.</p>



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Total
Score:

Y:

N:

Notes:



Advertising & Leads

Your Next Steps.

Upon completion of this audit, you should feel more confident when executing paid advertising campaigns. You may not have answered yes to everything in this section, as some advertising methods may not be suitable for your business. We recommend you explore multiple advertising options to find the best option for generating sales. For further information on running online advertising campaigns, contact Start Digital for guidance.

Complete the following assessment to evaluate your business's next steps.

Your Next Steps: Advertising & Lead Generation Tool Kits.

Where are you currently with paid advertising?	What do you need to get your advertising where you want it to be?	Resources:
		Digital Marketing Tool Kits: The Websites Tool Kit, and the SEO Tool Kit are the next steps beyond this Health Check. It will allow you to implement the changes you identified whilst performing a Health Check audit.