

Digital Marketing Health Check

Social Media Marketing
Securing your business.

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 **Start Digital**



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 and 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
<p>Example Question:</p> <p>Do have video and or photo content for your business's brand?</p>		<p>Example Good Practice</p> <p>It's essential that your brand has a visual presence, as well as digital one.</p> <p>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.</p>
<p>This is a question to assess if you have a specified practice in place.</p> <p>Some of these questions may have a simplified version which may be easier to understand.</p>	<p>You will answer with a Yes/No in this box.</p>	<p>This will be our recommendation of what you should do to solve a lack of certain practices, this is labelled as a Good Practice.</p> <p>A Good Practice is a behaviour that is identified as an industry standard way of doing particular things.</p>

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:

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



Social Media Marketing

Social Media Marketing:

Every business needs presence on social media in order to be visible to their audiences. Social media allows you to take control of your brand's image, and it can be highly effective in raising brand awareness. However, without thorough planning of social media strategies, you will struggle to see growth on any platform.

Social media marketing can also be beneficial in a variety of ways. For starters, it allows you to engage with your audience on a personal level. This means that you can interact with their needs and wants in real-time—rather than waiting for them to contact you. Additionally, social media marketing is a powerful tool for gathering customer data. This data can help you better understand your customers' needs and wants so that you can create products or services that meet those needs.

Social media marketing can result in: increased visibility; increased traffic; greater brand awareness; improved search engine ranking; increased conversions rates; reduced cost per lead/customer acquisition cost (CPA); more sales leads (and therefore more revenue.)

It is also one of the most cost-effective ways to market yourself or your business online because it requires minimal investment in time or money outlay upfront compared to other forms of advertising such: as print advertisements or television advertisements, which both require significantly larger budgets.

Social media covers a wide variety of topics, so we have broken this module is broken down into 4 parts:

- Content
- Engagement/networking
- Staff
- Security

Social Media Marketing

Social Media Content:

The following section will evaluate your business in regards to the content you are posting on social media, as well as your understanding of your audience, social media platforms and their analytics. Ideally you should be answering yes to all of the following questions, and if you are not, we suggest you consider our recommendation(s).

Complete the following assessment to evaluate your business's social media content

Do You Have?	Frequency	Yes/No	Good Practice
Do you have a person responsible for your business's social media accounts?	Weekly		Having a dedicated social media employee means that they can allocate time within their week to plan and create content, as well as responding to comments, messages, and engaging with other brands.
Do you have a marketing strategy for your social media marketing?	Quarterly		Without a social media strategy, you may find that you are aimlessly posting content. Consider who your target audience is for each platform and how are you best to generate sales from them to meet your target sales.
Do you have any indication that your social media accounts and activities are generating any sales?	Monthly		It's hard to track sales that have specifically come from your social media activities. You can check your website's analytics to observe if your socials are driving any traffic to your website. Or maybe you are receiving message enquiries. If neither of these are performing well, ensure your social media content has a direct call to action.
Do you have a social media presence you are happy with on all services you use?	Weekly		If you find yourself unhappy with your social media presence or performance, go back to the planning of your social media strategy to consider how it can be improved.
Have you created calendar entries for important dates/events that are happening?	Quarterly		Make sure you are aware of important dates or events that can be linked to your brand. This doesn't just mean national holidays but also local events, school holidays, festivals, anything that is relevant to the areas your business operates in.
Do you have any indication that your social media accounts and activities are providing any value to your customers/audience?	Weekly		You need to give your audience a reason to follow you business's socials, and engage with your posts. Using the platform as just a tool to advertise will not keep followers interested. Consider what will entertain, inform, or educate your audience.

Social Media Marketing

Do You Have?	Frequency	Yes/No	Good Practice
Do you have all relevant social media accounts set up as business accounts?			Business accounts, as opposed to personal accounts, typically come with additional benefits, such as analytic reports, audience insights, and tips to improve your growth.
Do you have an understanding on your business's social media analytics, and whether they're providing any actionable insights?	Bi-weekly		<p>If you have created a business account on all platforms you will be able to check the analytics of your account.</p> <p>Your analytics will allow you to track your follower growth, engagement, audience insights and the performance of each post.</p> <p>More information about social media analytics is available in the Digital Marketing Tool Kit.</p>
Have your engagement metrics improved since the previous month?	Monthly		<p>If your engagement is dropping, it can be assumed that your posts are not providing enough value to your followers.</p> <p>Ask yourself if you would you be interested in following this brand? What would make you engage with a brand?</p>
Do you have tailored content for each platform?	Weekly		<p>Each platform captures different audiences in different ways.</p> <p>If you're posting the same content on all platforms, you are not going to be speaking in the correct way to the correct audience.</p> <p>We recommend you use the analytics from your socials to understand what works best for each platform.</p>
Do you have the same target audience for each platform?	Weekly		<p>It is unlikely your audience will be the same on all platforms.</p> <p>For example, you are not going to be targeting the same audience on LinkedIn as you are on TikTok.</p> <p>Consider the purpose for posting on each platform, and who you are trying to target.</p>
Do you have an understanding of why you're posting?			We recommend you refer back to your social media strategy frequently to remind yourself of your desired outcome.
Do you have a customer point of view (POV) journey available on your socials?			<p>A customer POV journey is beneficial to all businesses. It prepares consumers with what they should expect, removing risk for them.</p> <p>We recommend all businesses create a customer POV journey to be used on multiple mediums.</p>



Social Media Marketing

Do You Have?	Frequency	Yes/No	Good Practice
Do you have an Instagram shop for your business? (if applicable)			If applicable to your business, an Instagram shop allows your customers to quickly and conveniently purchase from you through your Instagram images and videos.
Do you have a presence on applicable Facebook groups?	Monthly		Facebook groups are a great place to find communities with common interests. Often with Facebook groups, they prefer you to put in more than you take from the group. So instead of bombarding them with advertisements, you could become a well respected and engaged group member, this can drive a lot more traffic to your business.
Do you have an awareness of the advantages of each social media platform?			You don't want to stretch yourself too thin or be posting the same generic content on all platforms. However, you need to be aware of the advantages of each platform so that you don't have potential customers you could be missing out on.
Do you have an awareness of what resources are available for social media content creation?	Weekly		There are various resources available to help with the creation of social media content Canva, Copy.ai, ForDisplayPurposesOnly, are good sites to help with design, copy and hashtag creation Further resources available at the end of this document in which we recommend to people starting to create content.



Social Media Marketing

Total
Score:

Y:

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Notes:

Social Media Marketing

Social Media Engagement and Networking:

An element of a social media strategy often forgotten about by businesses is engagement. This is not just referring to how you interact with your customers but also how you connect with other businesses.

Complete the following assessment to evaluate your business's social media engagement

Are You/Do You?	Frequency	Yes/No	Good Practice
Are you responding to comments and messages?	Daily		<p>By responding to comments and messages, it shows your customers that you can what they have to say.</p> <p>This is likely to retain and attract new followers whilst improving your engagement.</p> <p>It is also important if you are trying to build a brand community within your audience.</p>
Do you respond in a timely manner?	Daily		<p>Quick responses keep your customers happy and engaged.</p> <p>You should aim to respond in less than a day.</p>
Are you engaging with your complimentary companies?	Weekly		<p>By engaging with your complementary companies on social media, it means both themselves and their audiences are likely to notice you.</p>
Are you asking your partners, stakeholders, clients, and customers to connect on social media?	Daily		<p>The platform in which this takes place on will be dependent on the nature of the relationship. This allows you to grow your relationship with people important to your line of work.</p>
Are you contacting your network/ partners on social media?	Weekly		<p>Use LinkedIn to make yourself aware of birthdays, achievements, and their business's news.</p>
Are you engaging with your network on social media?	Weekly		<p>Regularly engaging with your network can strengthen your business relationships.</p> <p>They are more likely to:</p> <ul style="list-style-type: none"> • Refer people to you • Make repeat purchases • Improve your SSM growth • Increase your overall brand recognition
Are you interacting with influencers within your business's industry?	Weekly		<p>Interacting with influencers with a similar following to your target audience is likely to get yourself seen by the right people.</p>



Social Media Marketing

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Social Media Marketing

Social Media Staff:

The way in which your staff behave on social media can be implemented into your marketing strategy, they can be used to promote the company on their own profiles. You cannot force them to do anything, however we recommend you encourage them to do the following actions.

Complete the following assessment to evaluate your business's social media interactions

Are You/Do You?	Frequency	Yes/No	Good Practice
Do you have staff engage with the business's social media content through likes and comments?	Weekly		You should be encouraging your staff to engage with the business's social media posts Doing so this will increase engagement and can help to reach a wider audience
Do you have staff share posts from the business's socials to their own?	Monthly		It may not be necessary for them to share everything the business posts, but they should feel proud to showcase some of the things within the business that they have worked on.
Do you have staff posting about their work achievements?	Monthly		By encouraging your staff to regularly post about their work achievements can be considered a further marketing method for your business. They can act as an influencer to highlight the successes of your business.
Do you have staff posting about their position?	Weekly		Casual positive posts about your employees' day-to-day life in their job roles can increase the brand-awareness of the business for potential customers. It can also encourage people to apply for jobs within your business when you are hiring in the future.



Social Media Marketing

Total
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Social Media Marketing

Social Media Security:

The final section within this social media marketing Health Check examines if your business's social media accounts are secure. Your social media accounts are a valuable asset to your business and if anything happens to them, they could be lost forever. This final Social Media Marketing segment is an assessment will audit whether you have also the correct processes in place to keep your business's social media accounts safe and secure.

Note: This topic is covered in much greater detail within our Cyber Security Health Check, however we have opted to include it in the Digital Marketing Health Check to get you off to a good start, and to ensure all areas are comprehensively covered.

Complete the following assessment to evaluate your business's social media interactions

Are You/Do You?	Frequency	Yes/No	Good Practice
Do you have secure passwords for all your business's social media accounts?	Quarterly		<p>To prevent the risk of losing your business's social media accounts, ensure that your passwords are hard to guess.</p> <p>We recommend using a mixture of capital letters, lower-case, numbers, and special characters.</p> <p>You should change your password quarterly.</p> <p>You will want to change your social media account passwords immediately if an employee who has access to accounts leaves the business, or you notice anything unusual happening with your accounts.</p>
Do you have a clear set of guidelines for staff to follow when posting to accounts?	Monthly		<p>Staff should have a clear understanding of what they are and are not allowed to post.</p> <p>This may include your brand guidelines, your customers' responses, and your schedule for posting.</p>
Do you have Multi-Factor Authentication (MFA) enabled for your social media accounts?	Monthly		<p>Multi-Factor Authentication provides an extra level of security for your social media accounts, it helps reduce the risks of losing your accounts.</p>
Do you know how many people have access to your accounts?	Monthly		<p>For safety reasons, there should be a limited amount of people who have access to your social media accounts.</p>
Do you have accounts on all social media platforms?	Monthly		<p>Even if you are not using all social media platforms, it is best to make a business account on all platforms, so no one else makes one pretending to be you.</p>



Social Media Marketing

Total
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Y:

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Notes:

Social Media Marketing

Your Next Steps.

Social media security is one of the most important things to consider when creating a marketing strategy for your business.

The fact is, social media has become an essential part of our lives. If you aren't using it to market your business, you're missing out on a huge opportunity to connect with customers and grow your brand. But if you're not careful about how you use social media, you could put yourself at risk of online threats. That's why it's so important to make sure that all of your accounts are secure and protected from harm by taking the steps outlined in this module.

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

Your Next Steps: Social Media Security Tool Kit.

Where are your social media accounts currently at now?	What can be done to optimise your social media security?	Resources:
		<p>Digital Marketing Tool Kits: The Social Media Security Tool Kit is the next step beyond this Health Check.</p> <p>It will allow you to implement the changes you identified whilst performing a Health Check audit.</p>