Digital Marketing Mini Health Check

Questionnaire

Securing your business.

0330 174 9996
info@start-digital.co.uk
start-digital.co.uk

Start Digital

2 Ways To Increase Revenue and Be Cyber Secure

To future-proof the impact digital has within your business the, 2 main questions facing every business leader are:

> " **Have you implemented a digital marketing strategy?** "

> " **Are you aware of the digital risks your business faces?** "

If you are able to successfully answer the above questions, then the chances are your business will flourish throughout its digital transformation. If, however, you don't have a marketing strategy or a cyber security strategy then don't worry, you're not alone.

The Result:

We have created a simple digital checklist to help you with your digital transformation. Within this document, the checklists help you to understand the various digital touch-points that a customer has with you and how you can turn this untapped potential into new business revenue. They will also help you to understand what potential digital risks your business faces and how to implement a strategy which will minimise disruption to your business.

Should you have any questions, or if you need any help when completing this digital checklist, then please **call us on 0330 174 9996.**

Marketing Questionnaire

Do You Have?	Yes	No	Implication
Does your business have a **Digital Lead?**			**Digital Leads** are needed to **manage key activities** including SEO, social, email marketing website maintenance and responding to online enquiries.
Have you **planned** your **marketing strategy**?			Consider **how your audience will find you**, where you want **to direct** them and **what you want them to do.**
Have you assessed whether **your website fulfilling its purpose**?			Your website is **not a valuable marketing** asset **if it's not fulfilling its actual purpose** of converting visits into sales.
Do you have **traffic data** of your website?			The **number of visitors** to your website becomes the **number of opportunities** your business has at **generating leads**.
Do you **have data on** what your website's **bounce rate** is?			A **high bounce rate** could show an issue with your website, and indicate the page is **irrelevant or confusing** to your visitors.
Have you implemented any **SEO strategies** to support **your business's online presence?**			**SEO** stands for **Search Engine Optimisation.** SEO is the process of **improving your website's ranking** in search engines **to drive more traffic to your site**.
Do you have a process for **asking** your **customers to provide reviews**?			Customer reviews **add credibility** to your business, whilst also **improving** your business's **SEO ranking**.
Do you promote your business using **Pay Per Click** (PPC)?			**Without PPC** you'll be missed from thousand of searches and will be **losing customers to your competitors**.

Marketing Questionnaire

Do You Have?	Yes	No	Implication
Do you have **Brand Ownership** on search engines?			**If you don't** own your brand on search results, **your competitors could be stealing customers** from you.
Do your analytics show **success in your campaigns**?			If your **ads aren't performing** as well as they should be, you need to **act fast to avoid wasting money**.
Are you **posting tailored content** for each platform?			If you're **posting the same content** on all platforms, **you are not speaking** in the correct way **to the correct audience.**
Do you have accounts on **all social media platforms?**			Even if you are not using all platforms, it is best to **make an account on all platforms**, to stop **competitors imitating you** and **missing out on digital referrals.**
Are you **engaging** with your network on **social media?**			This will **strengthen your relationship** and encourage them to **recommend you** and **increase your overall brand recognition.**
Do you **engage in social listening?**			**Social Listening** helps you understand **the conversation surrounding your brand** and the industry as a whole.
Have you ever completed a **digital audit?**			You could be **missing opportunities for sales and growth** if you have not properly planned out your company's digital strategy.
Do you have a process for conducting regular **UX tests** on your website?			Your website might not be as easy to navigate as you think. **A fresh perspective** allows you to **assess the user experience**.

Cyber Security Questionnaire

Do You Have?	Yes	No	Implication
Do you have a **Cyber Security Lead?**			With **cyber attacks**, data breaches & sensitive data leakage **on the rise, businesses need a Cyber Security lead.**
Do you have a **Multi Factor Authentication (MFA)** solution to **protect sensitive data?**			**MFA** is a line of defence, **without it, your accounts are vulnerable**, which in some cases, **can lead to permanent loss.**
Do you have **Cyber Security Training** for all of your **employees?**			**Staff** can be one of the **core problems in cyber security**, people can leak and make mistakes. Training your staff reduces this risk.
Have you **set up a firewall** within your business?			Firewalls **stop dangers before they hit your network**, setting them up correctly to fit your business is important.
Have you **changed your passwords** recently?			**Changing passwords** often **keeps your accounts secure** in case of a data leak your password could be exposed.
Do you have a policy on **encrypting your business's data?**			**Encryption** keeps the **data secure** and **unreadable** to **avoid data leaks** and **costly expenses.**
Do you have **Access Control Systems** in place?			**Restricting access** to certain data or systems **stops people interfering** accidentally or even intentionally **with important systems.**
Do you have an understanding of **your legal responsibilities when storing customer data?**			**Storing data** and **being online** there are certain **legal responsibilities you need to follow**, failure to do so may cause **reputation damages** and **potential fines**.

Cyber Security Questionnaire

Do You Have?	Yes	No	Implication
Do you have a **back up** process for **your important data**?			Keeping backups helps you **avoid needing to follow** ransom-ware, and allows you to **fix errors in your data** if mistakes were made.
Do you have **cyber security** and **online safety policies?**			Policies are a good way to keep on top of **correct cyber security procedures** as well as know what you should be doing **regarding cyber security in your business**.
Do you have any **anti-virus/ anti-malware software packages** in use?			Anti-virus/Anti-malware **stop and remove most virus/malware problems** on device before it gets out of hand.
Do you have a process for checking **for system patches/updates** on all your business's devices?			Keeping up to date keeps you safe, **new week, new vulnerabilities**, remove them with the newest updates.
Do you have **logging and monitoring systems** in place?			Some dangers like to hide, so **monitoring over time helps you find these dangers** and keep track of your systems.
Have you ever completed a **cyber security audit?**			How do you really know if your network is secure without testing it? **Performing an audit helps you identify weaknesses on your business's devices.**
Do you have **a social media policy?**			A social media policy tells employees what they **should or shouldn't say on the business's social media**, and how **they should represent the business on their own personal accounts.**
Do you have a **remote access policy?**			This is a **policy that explains when and how an employee works from outside of the usual work place**, it can also include requirements from the business to be able to do this.

Start Digital • *Mini Health Check* • **Questionnaire** • *Digital Marketing*

Next Steps

Now you have completed the checklist you, will have a better understanding of how your marketing and cyber security processes are impacting your business. However, this is only a glimpse of the numerous digital touch-points that a customer will have with your business.

In order to maximise this potential, we recommend that you complete our digital audit. Completing and implementing the digital audit will allow your business to be able to meet and anticipate the wants and needs of its customers by showing you how to:

- **Identify areas of weakness in your digital marketing and cyber security practices**

- **Implement a successful digital marketing strategy**

- **Unlock customer insights and accelerate efficient workflows**

- **Strengthen security**

- **Identify training needs**

- **Increase profitability**

To gain access to a full digital audit then please visit us using the below contact details.

Contact Us At:
0330 174 9996

info@start-digital.co.uk

start-digital.co.uk