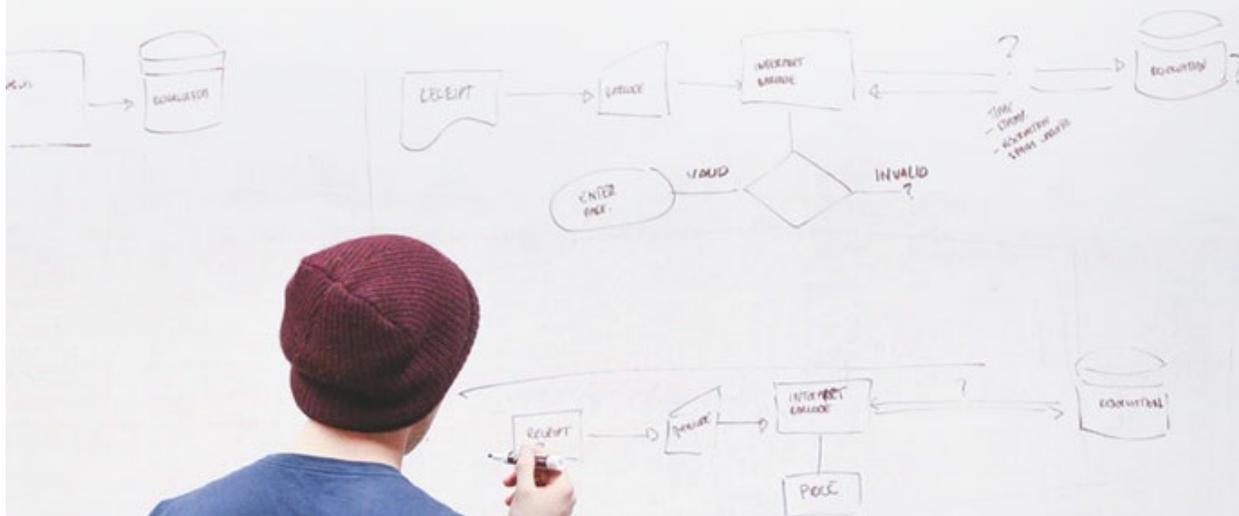


Leighton Interactive

# 2017 Marketing Strategy: 30 Questions to Ask Yourself



made with  
**Beacon**

# 2017 Marketing Strategy: 30 Questions to Ask Yourself

## Review of 2016

- Did anything in 2016 work extremely well? If so, do it again!
- Did anything in 2016 work, but could be improved? If so, what can be done differently?

## Website

- Is your website bringing in leads? Could it be bringing in more?
- Are users able to navigate through your site effectively?
- Are you providing your users with valuable content?
- Do you have a way on your website where visitors can subscribe to communications from you?
- Do you have offers or resources on your website that your users can respond to?
- Are you reporting on your website statistics?
- Are you analyzing what is working and what could be improved on your website based on visitor trends?

## SEO Strategies

- When consumers look for your company in their search engine, can they find you?
- When consumers look for key search terms related to your company, can they find you?
- Are you using your keywords throughout your content to optimize your organic traffic?

## Social Media

- Do you know where your consumers are online?
- Can they find your social channels from your webpage?
- Are you posting via the social networks where your consumers are?
- Are you interacting with visitors on your social pages?
- Are you tracking your social media and reporting on it?

- Are you doing any advertising via your social channels to attract new followers?

## Content

- Do you have a blog feed available for your site visitors?
- Are you creating compelling content that is shareable?
- Are you utilizing different formats for your content?
- Is there content that can be reused or reorganized?

## Branding

- Do you have a clear "why?"
- Do you have a clear brand promise?
- Is your target defined?
- Is your branding clear and are you consistent?
- Do you have a clear, defined marketing strategy?

## Smarketing

- Are your sales and marketing team aligned to ensure they are leveraging each other?
- Does your marketing team know the sales goals?
- Does your sales team know the marketing goals?

# Free Website Audit

Your site can work harder. We can prove it.

Request your free data report



made with  
*Beacon*