

Assessing Your Marketing Materials Checklist

Please check all that apply. If a section has less than two boxes checked, it's likely you need to optimize that marketing material better. This exercise is great for determining how to spend your marketing budget.

Your website is working for you if...

- You steadily receive inquiries through your Contact Form.
- Your website is responsive, meaning that it is easy to use on smartphones, tablets, laptops, desktops and other devices.
- You have an SSL Certificate.

The text on your website is working for you if...

- It accurately describes your business.
- It answers FAQ about your business.
- Information such as products, services, contact information, and business hours are up to date.

Your social media outlets are working for you if...

- You receive messages through social media outlets.
- Your social media presence increases each month.

Note: You should have business pages setup for your business' social media profiles. Business pages on Facebook, Twitter, and Instagram have access to profile statistics and personal pages do not.

- Your social media engagement rates stay the same or increase per post.

Your print materials are working for you if...

- They have a clear CTA (call to action).
- People are acting on the CTA.

***Note:** Most print materials (pamphlets, brochures, direct mail) include a clear CTA. Questionnaires or subpages are often created specifically for these materials so that advertisers can track its success.*

- The information about your business is up to date.
- If the images and text accurately represent your business.

Your online ads are working for you if...

- They have clear CTAs (usually a link going to your website or an option to call).
- People are acting on the CTA.
- Your statistics and CTRs (click-through rates) stay the same or increase each month.
- The images and text accurately represent your business.

Congratulations!

You've completed our Marketing Materials Checklist. We recommend updating any materials that met two or fewer requirements. Materials that have met at least three requirements are ready to use in your marketing strategy.