

# **Eradicate Stale Marketing Efforts in 2018 with a Digital Media Audit**

**Andy O'Neil**

# **Who Are You?**

**Freelancer?**

**Business Owner?**

**Team Member?**

**Part of an Agency?**

**Other?**

# **Who Are You?**

**A Marketing Newbie?**

**Pretty Good at Digital Marketing?**

**A Digital Marketing Ninja?**

**E A O I T Z X S A**  
**S B X Z F G Y Z I L Z E**

**EE YOUR DOCTOR**  
**ISION TEST.**



**I have no idea why your  
throat hurts, but what I  
can do is write you a  
small fortune in  
prescriptions to help  
mask the symptoms.**



I can relate...

# **Treating the Symptoms, and Not The Cause**

**Is a Short-Term Band-Aid  
Not a Long-Term Victory**

# Taking Antacids

**Doesn't fix the issues with your digestive system.**

# **Growing Your Email List**

**Doesn't fix the reason your  
current (smaller) list isn't  
converting.**



# Scaling Facebook Ads

**Doesn't fix a bad lead magnet  
that your current audience  
isn't downloading.**

# Rebuilding a Website

**Doesn't clarify your unique  
selling proposition.**

**(Those were Not Random Examples)**

# Treating the Cause...Not The Symptoms

# **Fixing the Marketing Strategy... Not Chasing Shiny Objects**

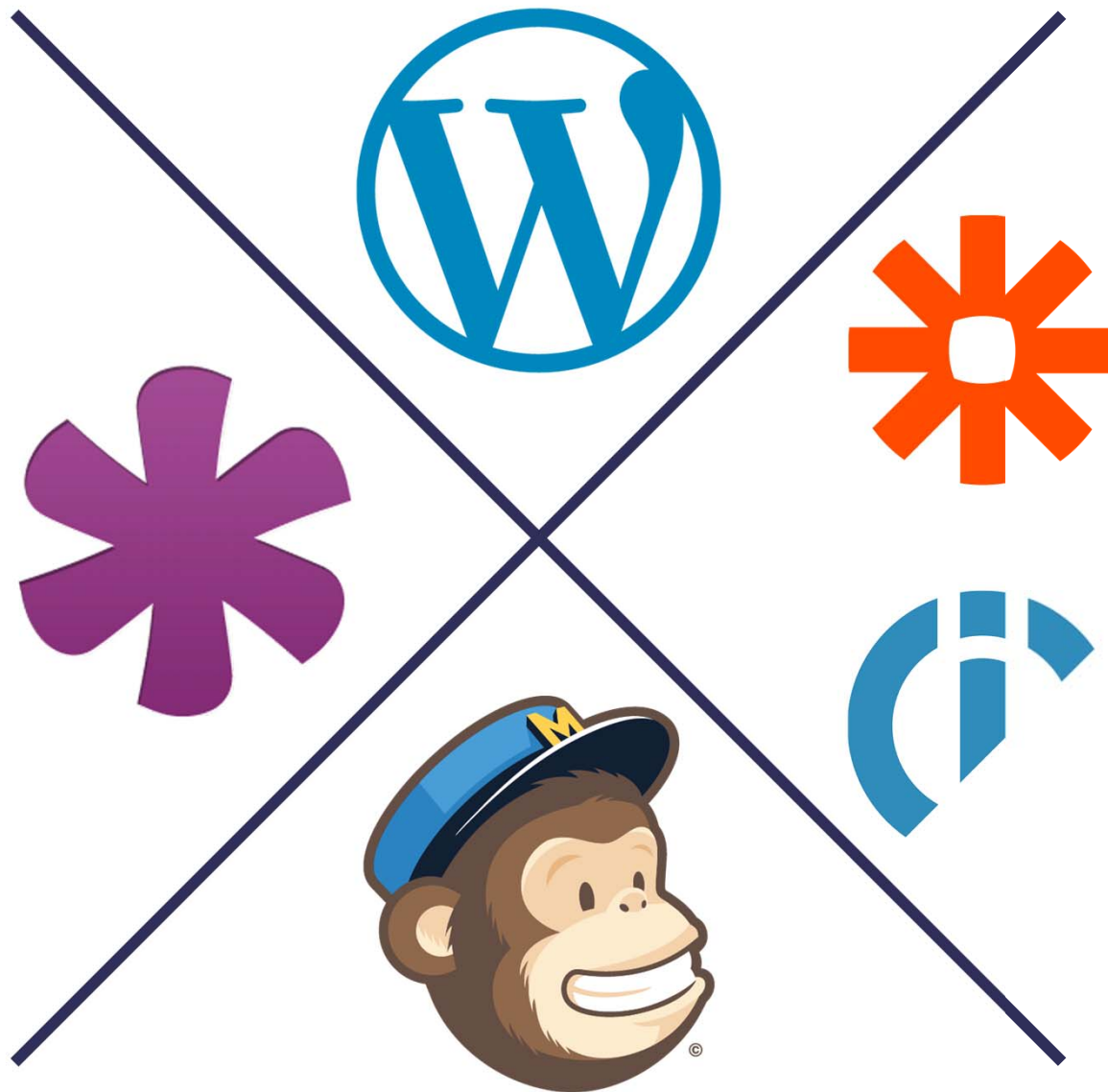
# Andy O'Neil

Digital Media Auditor

**I work with organizations who  
don't employ a full-time digital  
media manager / director.**

**With every client, I start with a  
Digital Media Audit.**







# What is a Digital Media Audit?

**Before we define this, let's talk  
about what it's like...**

# New Patient Paperwork

Gonino Center for Healing // [GoninoWellness.com](http://GoninoWellness.com)

**Thank you for allowing us to be your health care practice where we strive for excellence and consider finding the cause of your symptoms our top priority, not just putting a band aid on them.**

**Because this office works a bit differently, our new patient paperwork is quite extensive. Why?**

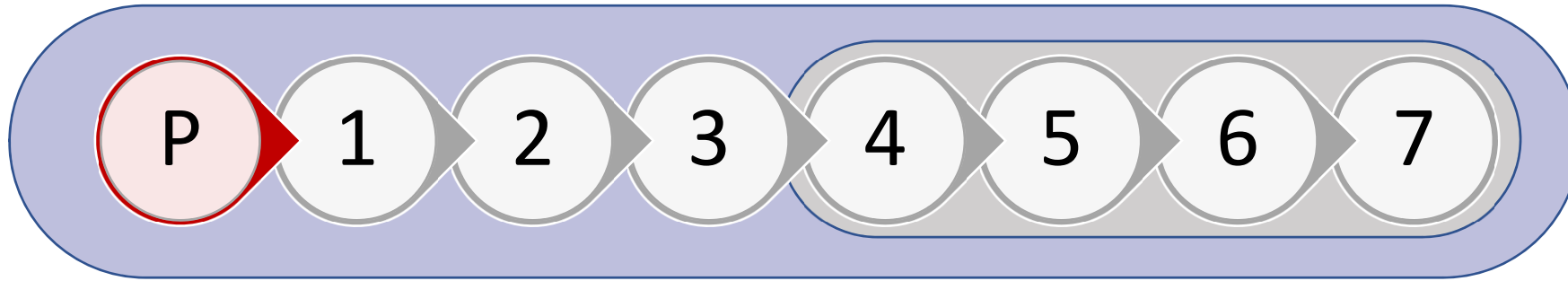
**We must have the full gamut of information to start our research into your case. It is not as simple as stating your symptom, and then us giving you a prescription to “cover up” the root cause.**

# **What's a Digital Media Audit?**

**1 Prerequisite**

**3 Required Steps**

**3 Optional Steps**



# Prerequisite

**A Clearly Defined Customer Avatar  
(Ideal Customer Profile)**

FREE DOWNLOAD

# The Customer Avatar Worksheet

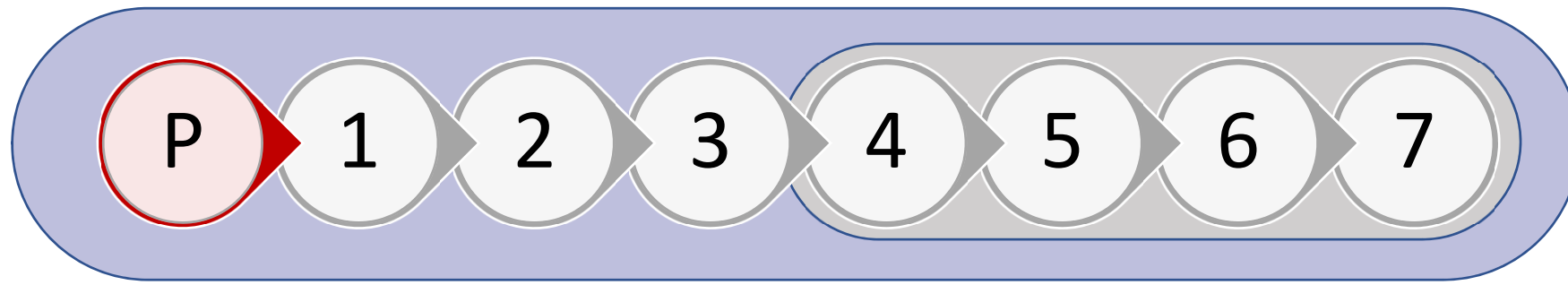
Download this proven worksheet to determine who your ideal customer is, where they are and what they will buy.



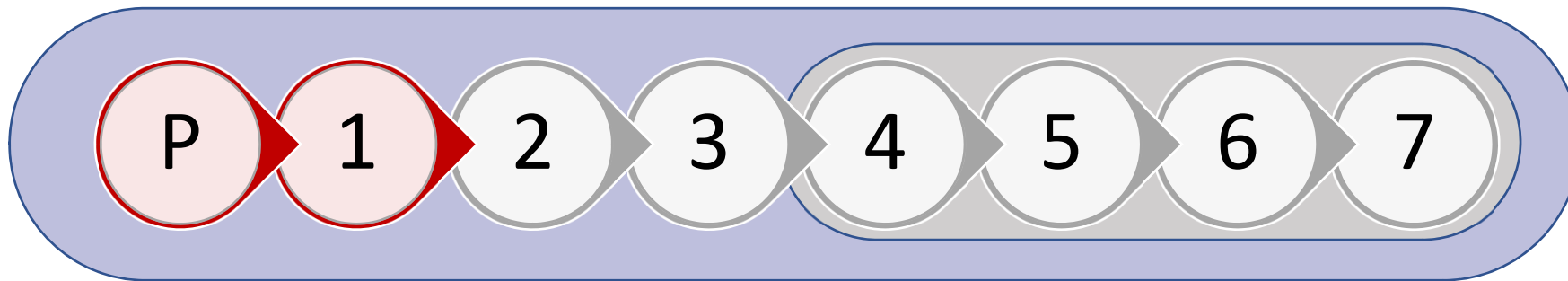
**GET YOUR WORKSHEET**

<http://bit.ly/2HjaXbr>





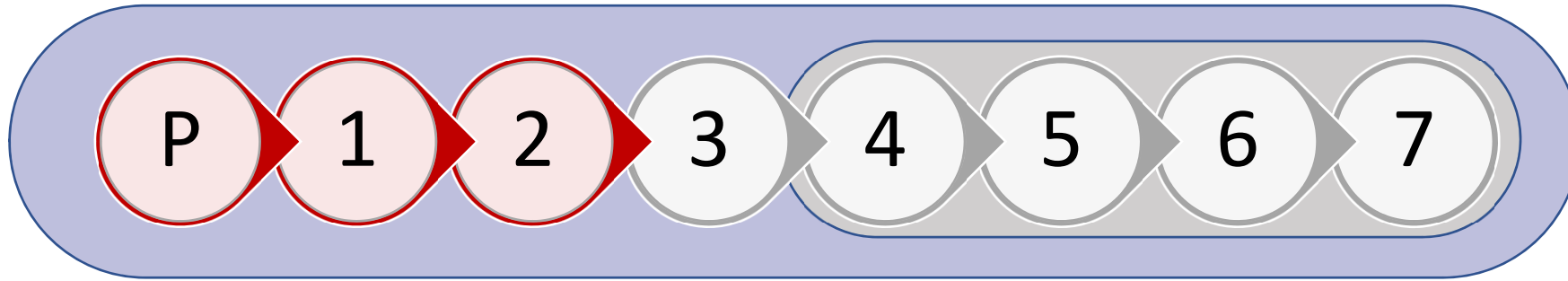
**(Required Steps)**



# Business Overview

**Start with Why, How, What**

**Simon Sinek Ted Talk: <http://bit.ly/2qbsgTm>**



# Inventory Your Digital Footprint



## PageSpeed Insights



Make your web pages fast on all devices.

ANALYZE

### Web Performance

Learn more about [web performance tools at Google](#).

### Give Feedback

Have comments or questions about PageSpeed Insights?  
[Discuss on our mailing list.](#)

### About PageSpeed Insights

PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster. [Learn more.](#)

# Measure Page Speed



5 billion searches are performed every day. Be found.

Drive customers to  
your website

With the all-in-one SEO tracking and research toolset  
built by industry experts.

Get started with Moz Pro

Draw customers to  
your front door

With listing and review management made easy in the  
complete local search solution.

Get my free listing score

# Measure SEO



SOLUTIONS

PLATFORM

PRICING

ABOUT

LOG IN

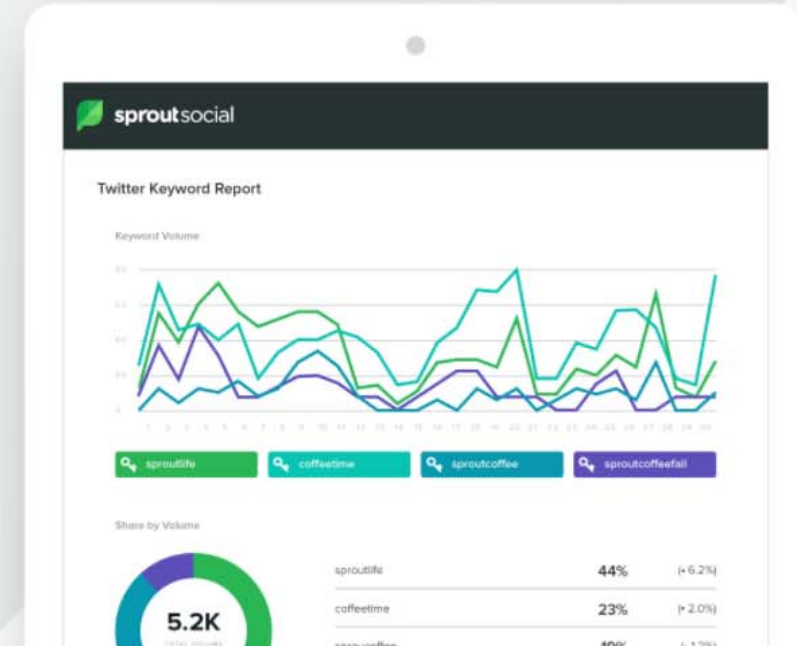
START YOUR FREE TRIAL

# Powerful Social Media Software

Social media management made easy.

START YOUR FREE TRIAL

✓ No credit card required. ✓ No software to install.



## Measure Social Media

DM Auditor



Make your  
website  
today [Start Now](#)

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## Test a website's performance

[Advanced Testing](#)[Simple Testing](#)[Visual Comparison](#)[Traceroute](#)

Test Location

[Select from Map](#)

Browser

[Advanced Settings](#) ▶

3 runs, First View only, Cable connection, private

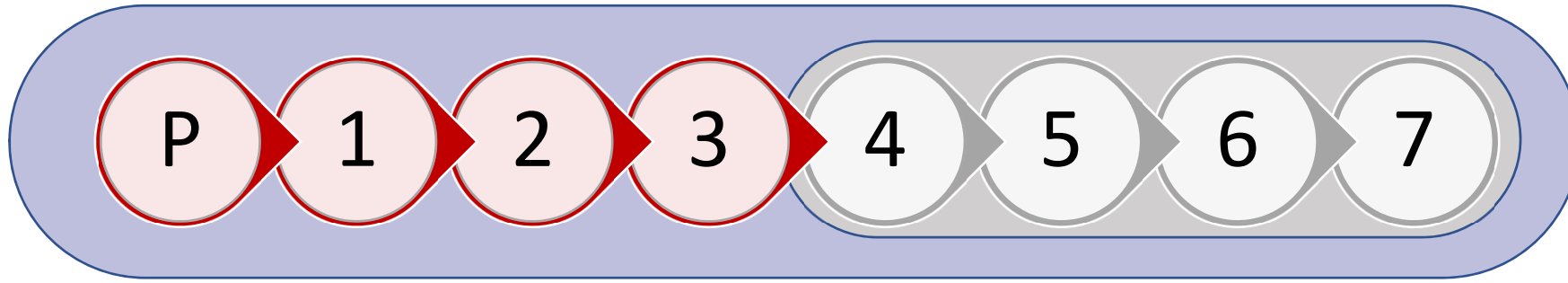
[START TEST](#)

Run a free website speed test from multiple locations around the globe using real browsers (IE and Chrome) and at real consumer connection speeds. You can run simple tests or perform advanced testing including multi-step transactions, video capture, content

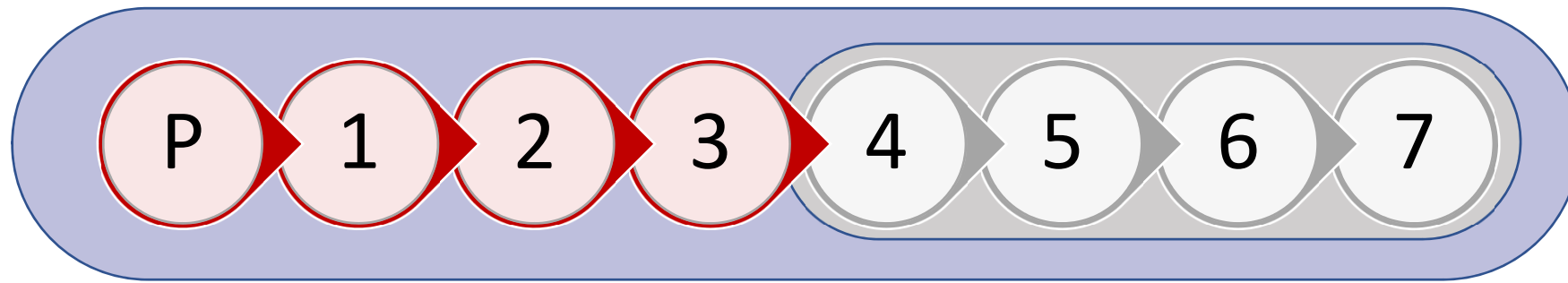
# Test Your Website

[Recent Industry Blog Posts](#)[Recent Discussions](#)[400 page errors](#)[Performance reference sites](#)

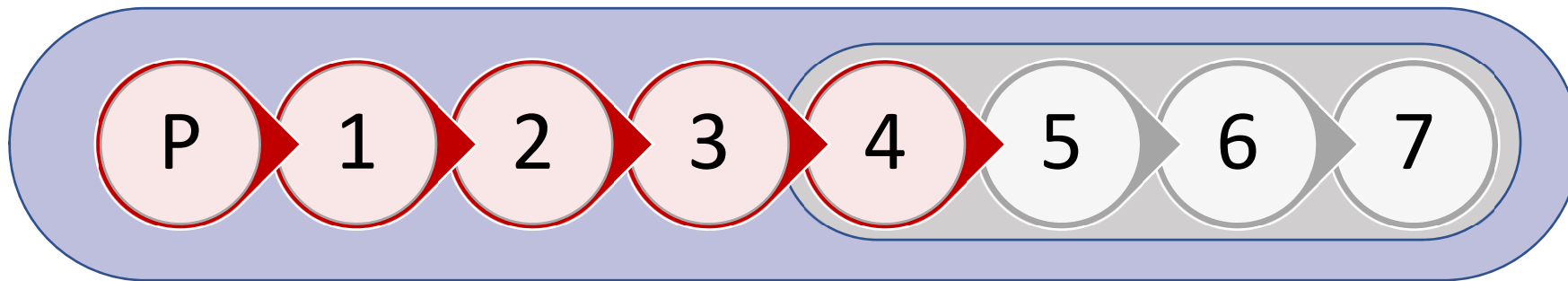




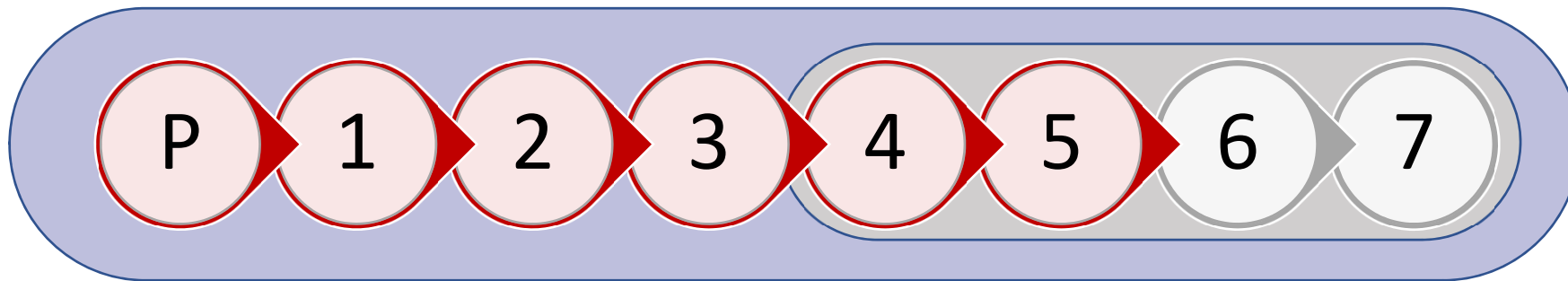
# Digital Channel Optimization



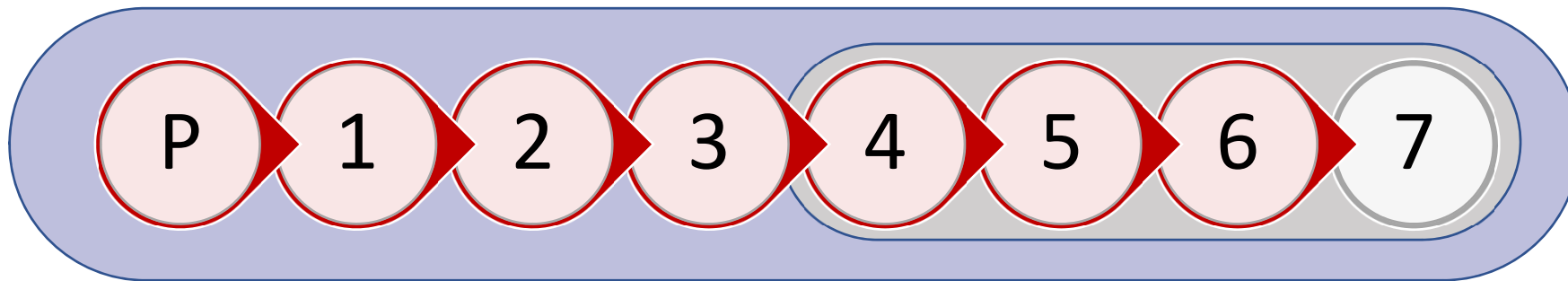
**(Optional Steps)**



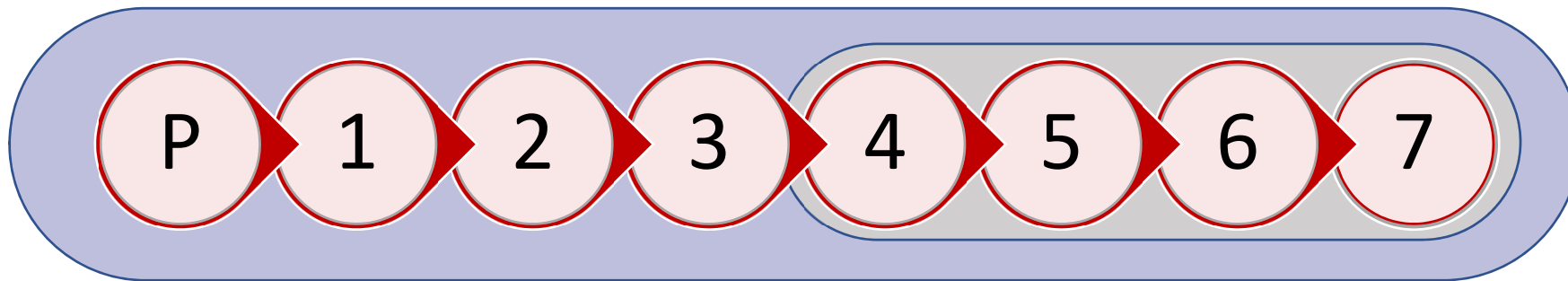
# Content Strategy Optimization



# Customer Conversion Review



# Cross-Platform Integration Review



# Digital Strategy Game Plan

# Email Marketing Mini-Audit

**Part of Step 2: Inventory  
Your Digital Footprint**

# Inventory Email Lists

List Name	Description of List	No. of Subscribers



# 30-Day Email Performance

How many email campaigns were sent?

What is the total number of emails sent for all campaigns?

What is the total number of non-unique opens for all campaigns?

What is the total number of unique opens for all campaigns?

What is the total number of non-unique clicks for all campaigns?

What is the total number of unique clicks for all campaigns?

How many new subscribers have your lists gained?

# 30-Day Email Performance

How many subscribers have you lost via unsubscribing?

How many subscribers have you lost via hard bounces?

How many abuse complaints have you had?

How much revenue (\$) have you generated from all campaigns?

How many new leads have you generated from all campaigns?

How satisfied are you with the results of these campaigns (Scale of 1-10)

# **An Email Audit...When?**

**Periodically to Learn How Your Email  
Campaigns Are Performing**

**To Benchmark Efforts Before Major Changes**

**To Learn How Major Changes Have Helped / Hurt**

# **An Email Audit is a Snapshot for Comparison**



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Download Copy: <http://bit.ly/2qaYcY5>

Would you like to make a copy of **WordCamp KC - Email Marketing Audit - DigitalMediaAuditor.com?**

Make a copy



# Q&A

## How Can I Help?

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