



Digital Marketing Quarterly Check-In

WEBSITE

Backup your website

Check for updates on the backend of your website

If you're using WordPress, update plugins

Make sure all forms are working

Test your website on multiple platforms and devices

Assess the user experience on each and make any changes necessary

Check to make sure all your links work

Record and review website analytics

SOCIAL

Update your Facebook cover photo

Is your profile information up to date?

Check your pay-per-click ad messaging

Is it seasonal?

Does it align with current campaigns you're running?

Have you responded to comments left on your ad?

Record analytics

Highlight what is and isn't working and adjust your next quarter's strategy accordingly



EMAIL

Clean your list

Remove inactive subscribers

Remove emails that have bounced multiple times

Remove spam and duplicate email addresses

Correct typos (gmial.com -> gmail.com)

If your platform doesn't automatically remove unsubscribed email addresses, remove these as well

Make sure social links and footer are up to date

GOOGLE

Make sure your 'Google My Business' is up to date

Review contact information for accuracy

Make sure all reviews have received a reply

Update photos and relevant branded graphics



Strategy



Branding



Digital



Print