



2021 MARKETING STRATEGY: 30 Questions to ask yourself

BOTTRELL MEDIA

Client Name:

Review of 2020

Did anything in 2020 work extremely well? If so, do it again!

Did anything in 2020 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?

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?



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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 reorganised?

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?

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. Call today and request your free data report.

Any questions?
Don't hesitate to call us on
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