



BAROQAR
DON'T BE PART OF THE HERD. BE HEARD.

SMART MARKETING CHECKLIST

Strategy • Branding • Web design • SEO • Social media • Recruitment marketing •
Email • Direct marketing • PPC





think SMARTER

Is your marketing effective? Affordable? Strategic?

Are you using the tactics that are most appropriate for your goals?

Do your sales reps and staff have the tools they need to succeed?

WELCOME TO THE SMART MARKETING CHECKLIST

Inside you'll find more than 150 questions to help you evaluate your marketing efforts.

While you don't need to change every "No" to a "Yes," this checklist will provide dozens of ideas to make your marketing smarter.

And smarter marketing means better results!

Ready to get started?



BRANDING & CORPORATE MESSAGING



POSITIONING STRATEGY & MESSAGING	yes	no
Do you have a written mission and/or vision statement? <i>Is it clear, concise and customer focused?</i>		
Do you have well-defined core values? <i>And does every employee in your organization know them?</i>		
Have you clearly defined your desired positioning in the market? <i>That is what you want to be known for...and what you don't!</i>		
Have you identified your top three to five key differentiators? <i>Are they the foundation of your sales and marketing efforts?</i>		
Have you defined your unique value proposition to your customers? <i>For your ideal client, why is your value better than any other company's?</i>		

BRANDING

Does your corporate identity match your desired positioning? <i>If it's not up to date, it will be hard to convey the right message!</i>		
Is your logo consistently used on your business cards, website and sales materials? <i>Inconsistency is seen as a sign of poor quality.</i>		
Does your website convey your positioning or differentiation on the home page? <i>People need to know who you are...and what you do at first glance.</i>		

SALES STRATEGY

Have you defined your ideal customers? <i>Or are you trying to be all things to all people?</i>		
Do your people know how to identify these people? <i>Do they know your ideal client size, industry and who makes the purchasing decision?</i>		
Do your managers, salespeople and team know your value proposition? <i>And can they easily convey it to a client or prospect?</i>		
Do you have a structured process for marketing to target customers? <i>Do your sales people follow it?</i>		
Do you provide your people with tools and training to tell the right story? <i>Are they conveying your positioning and value the way you want it conveyed?</i>		



YOUR WEBSITE



STRATEGY & BRANDING

	yes	no
Do you have clearly defined goals for your website?		
Does your website convey a strong positioning message for potential customers and/or products?		
Does your website accurately reflect the services you offer?		
Will a visitor know who you are...and what you do...within five seconds?		
Does your differentiation come through from the copy and images used?		
Does your site incorporate testimonials, case studies, awards or other content to demonstrate the quality and value of your services?		

DESIGN & COPY

Does your website accurately reflect your company branding and messaging?		
Does the design have a “wow factor” that helps you stand out?		
Is the navigation intuitive (i.e., easy for anyone to use to find what they want)?		
Is the design responsive (i.e., one that adjusts for mobile users)?		
Do you have a separate page for each specialty, service and/or product?		
Do you have a separate page for each location?		
Is your address and contact information up to date for all locations?		
Does your website offer valuable content?		
Are you adding blog posts or other content at least once per week?		
Does the site incorporate video to keep visitors engaged?		
Does each page of your website have a clear and simple call to action?		

LEAD GENERATION

Do you have one or more compelling calls to action on the home page?		
Can customers search your products or services with one click or less?		
Are your products or services on your website domain and optimized for Google?		
Can customers easily convert on desktop or mobile?		
Is there at least one call to action on every page?		
Is your blog page design optimized to drive response?		
Does your blog design make it easy to share content on social media?		
Do you use “remarketing” ads to stay in front of past website visitors?		
Do you offer a newsletter or other email publication?		
Do you have landing pages for lead capture?		
Does your website encourage visitors to follow you on social media?		
Can customers contact you within one click when viewing the site on any device?		
Do you offer chat (or a chatbot) to get more visitors to engage with your firm?		
Do you use IP tracking to monitor who is visiting your website?		



YOUR WEBSITE



SITE PERFORMANCE

	yes	no
Does the site load in under two seconds?		
Does your design effectively limit images and video to perform well on mobile?		
Do you have Google Analytics or another site-monitoring tool installed?		
Do you check your website performance at least once per quarter?		
Do you have a strategy to reduce your bounce and exit rates?		
Do you measure activity on key conversion or product pages?		

SEO



SITE PERFORMANCE AND ON-PAGE SEO

	yes	no
Does each page of your website focus on one to two keywords?		
Do you regularly track your web rankings for specific keywords?		
Do you monitor search-engine traffic to your website and are you trending up?		
Does each page of your website have a unique meta page title and description?		
Are you using Schema markup throughout your website?		
Is your website secure? Do you have an SSL Certificate?		
Do you monitor website bounce and exit rates and take action to improve those?		
Do you run periodic site speed tests and audits?		
Have you set up Google Search Console and Bing Webmaster tools?		
Have you submitted XML sitemaps to Google and Bing?		
Have you claimed Google business pages for your entire office?		

CONTENT STRATEGY

Do you add original and relevant content to your website at least once per week?		
Do you incorporate keyword planning and strategy into your content strategy?		
Do you have a plan in place to solicit third-party reviews?		
Do you track the performance of past content?		
Is future content based on the performance of past content?		
Do you actively share content to social media sites?		
Is your content 100% original?		

INBOUND LINKS

Do you monitor broken internal and external links?		
Do you have a plan to build more quality inbound links to your website?		





STRATEGY

	yes	no
Have you defined specific goals for your social marketing?		
Do you have goals for specific audiences (e.g., customer personas, industries, etc.)?		
Do you have a social marketing strategy to achieve each of your goals?		
Do you have a social media policy that is clearly understood by your employees?		
Are you using the channels that best align with your goals and target audiences?		
Do your social posts drive prospects to your website?		
Are all the people in your organization involved in content sharing?		

SOCIAL BRANDING

Are your social media efforts consistent with your company brand?		
Do your company profiles on Facebook, LinkedIn and Twitter match your brand?		
Do you incorporate branded sharing images into your blog posts?		

CONTENT & SHARING

Do you develop a monthly or quarterly content plan?		
Is your content plan aligned with your desired positioning?		
Are you creating original content at least once a week?		
Are you creating content in a variety of formats (blogs, video, infographics, etc.)?		
Do you share content at least four to five times each week?		
Are you measuring the performance of each post to determine your most relevant content?		

LINKEDIN

Are you sharing blog and other content on your company page?		
Are all your employees sharing content as status updates?		
Are you posting to LinkedIn Groups?		
Are you publishing to LinkedIn Pulse?		
Is everyone in your company building their connections on a daily basis?		
Are you sharing rich media such as video and SlideShare content?		

SOCIAL MEDIA



FACEBOOK

	yes	no
Are you sharing blog and other content on your company page?		
Are you posting photos and videos?		
Do you have a plan to build "likes"?		
Do you get everyone in your company to like and share your content?		
Are you using paid promotion to increase the reach of your content?		
Do you have a strategy to build positive reviews on Facebook?		

TWITTER

Do you use Twitter in your marketing?		
Do you share blog posts to your Twitter page?		
Do you have a plan to connect with customers, prospects and purchase influencers?		
Do you encourage all team members to build their personal Twitter connections?		
Do you leverage Twitter at conferences, trade shows and events for branding and direct marketing?		
Do your sales reps know how to use Twitter for direct selling?		

OTHER CHANNELS (SNAPCHAT, INSTAGRAM)

Are you testing other platforms (e.g., Instagram and Snapchat)?		
Have you tried geotargeting to focus your content on a very specific audience?		
Do you use these more personal channels to build your brand?		

RESULTS

Do you use analytics to measure the response to your social marketing?		
Can you attribute website visits, orders and inquiries to social media?		
Do you measure the ROI on the time invested in social marketing?		



STRATEGY	yes	no
Do you have a plan for how email integrates with your sales efforts?		
Do you have targeted lists of clients, prospects and past customers?		
Do you segment your email marketing by industry, relationship (e.g., client versus prospect) or other criteria?		
Do you use email for positioning (e.g., sharing thought-leadership content)?		
Do you use email for direct marketing (e.g., service marketing or product advertising)?		
Do you send one-off emails, or do you have multistep touch campaigns?		
Do you use automated emails (e.g., autoresponders, marketing automation)?		

CONTENT		
Do you offer an email newsletter or other publication?		
Do you have a content plan based on your target audiences' interests?		
Do you use a mix of HTML and plain-text emails?		
Are your HTML emails consistent with your branding and messaging?		
Are your emails optimized for mobile readers?		
Do you script emails for your sales and service teams (i.e., give them templates to follow)?		

RESULTS		
Do you track email engagement (i.e., opens and clicks)?		
Do you track increases in web traffic from your email marketing?		
Do you provide your sales team with open and click reports to guide sales calls?		
Does your website allow people to opt-in to your email publications?		
Do you collect opt-ins during the sales process?		
Do you consistently grow your email marketing list?		



DIRECT MARKETING



SALES AND MARKETING INTEGRATION	yes	no
Do you incorporate direct marketing into your sales strategy?		
Does your sales team have a structured process for targeting ideal prospects?		
Does your sales team consistently follow this process?		
Are you using multiple channels of communication to open doors (e.g., mail, email, calling, drop-offs and/or social messaging)?		
Do you send a compelling marketing piece prior to making an initial sales call?		
If you do drop-by sales calls, do you have a compelling drop-off to generate interest?		
Do you use social media to support or follow up on your direct marketing?		
Do you provide sales tools (e.g., brochures, sell sheets, presentations) to make your sales calls as productive as possible?		
Do you have an ongoing direct marketing program to nurture relationships and keep your company top-of-mind?		
Do you tailor your InMail / follow-up email to each prospect?		

CONFERENCES (IF YOU SELL BY ATTENDING TRADE CONFERENCES)

Do you prepare a marketing strategy for each conference you attend?		
Do you identify your best prospects prior to each show?		
Do you use preshow direct marketing to set appointments and drive booth traffic?		
Is your booth display effective at conveying what you do?		
Is your booth display effectively conveying your positioning / differentiation?		
Do you have a strategy for leveraging social media during conferences?		
Do you follow up with every sales lead within one to two weeks after a conference?		
Do you send a follow-up email or sales letter to everyone the sales team is not calling?		
Do you have an attractive display that conveys exactly what you do in seven words or less?		



PAY-PER-CLICK ADVERTISING (PPC)



LEAD GENERATION STRATEGY	yes	no
Are you using PPC to support your sales efforts?		
Have you defined specific goals and target audiences for your campaigns?		
Do you include your CRM or ATS list in your targeting?		
Do you use look-alike audiences to expand your reach?		
Do you have a unique landing page for each PPC campaign?		
Do you do A/B testing to evaluate copy, design and landing page results?		
Do you update your ads at least once per quarter?		
Do you leverage ad extensions/dynamic ad styles?		
Do you update your bidding strategy at least once per month?		

REMARKETING STRATEGY		
Have you installed Google and Facebook tracking codes on your website?		
Do you target CRM lists in campaigns?		
Do you use campaign tagging?		
Are you using geotargeting to make your ad buys more effective?		
Do you use negative keywords to improve results?		
Do you use different keyword match types to improve results?		

LEAD GENERATION		
Do you track the following metrics?		
• IMPRESSIONS		
• ACTIONS / CLICKS		
• FORM COMPLETIONS		
• USER ENGAGEMENT		
• CPC / CPM, etc.		
• AD PLACEMENT		
• RELEVANCY SCORE / QUALITY		
• FREQUENCY / REACH		
• TRENDS / OPPORTUNITIES		
Have you connected Google Analytics and AdWords?		
Do you evaluate landing page conversion rates?		
Do you use IP Lead Tracking to identify prospects that may not have converted on the first visit?		

RECRUITMENT MARKETING



Recruiting top talent is a key competitive advantage. BARQAR Marketing offers recruitment marketing solutions designed to attract top performers, cut recruitment costs and fill openings faster.

YOUR COMPANY JOB BOARD / CAREER PORTAL	yes	no
Do you post all your open jobs to your website?		
Are your jobs automatically optimized for search engines...on your domain?		
Is your staff trained how to write job posts that effectively sell the jobs?		
Do you test different versions of job titles and job descriptions?		
Is your application form optimized for mobile job seekers?		
Can your application form be completed in less than five minutes?		

JOB DISTRIBUTION

Are your jobs appearing on the best job boards for your location and niche?		
Are you promoting jobs on job aggregators and social media?		
Do you automatically send job alerts to candidates each day?		
Do you have a strategy for posting and promoting jobs on social media?		
Do you have a strategy for using Facebook Jobs?		

RECRUITMENT ANALYTICS

Are you tracking the ROI of your recruitment spend...by source?		
Do you know your cost per applicant? Cost per filled position?		
Do you know where in the application process you are losing candidates?		

REPUTATION MANAGEMENT

Do you proactively collect candidate feedback and encourage online reviews?		
Does your company have a 4+-star review rating on all review sites?		
Are you aware of your firm's current ratings on Glassdoor, Indeed, Google and Facebook?		
Are you alerted when someone posts a review about your company?		
Do you follow up with reviews (both positive and negative)?		
Do you use positive reviews as testimonials or in collateral?		
Do you share the testimonials on social media?		



So... WHAT DID YOU LEARN?



If most of your responses were “YES,” congratulations: you are a VERY Smart Marketer.

But if you found a lot of “NO” or “I don’t know” responses, your marketing might need a little help.

And that’s where we come in.

For more than 20 years, the BARQAR team has provided smart marketing support. **Strategy. Websites. Email. Social media.** You name it.

When it comes to driving sales and enhancing visibility, we can help.

Our services include:

- Website Development
- Blog Writing
- Social Media Marketing
- Search Engine Optimization
- Pay Per Click & Social Advertising
- Email Marketing
- Reputation Management
- Logo Design
- Brochures / Collateral
- Trade Show Displays

think **SMARTER.**

**CALL US TODAY TO DISCUSS
YOUR MARKETING STRATEGY.**



BARQAR
DON'T BE PART OF THE HERD. BE HEARD.

www.barqar.com
1.888.576.6100