

# Digital Marketing Assessment

## Introduction

Your goal is to attract top notch clients into your practice. Our goal is to ensure your online marketing efforts do justice to the messages you want to convey to prospective clients, contacts, and referral sources on why they should choose your firm. As we know from published research, nearly 90% of individuals use the Internet to search for information on prospective service providers. To that end, your prospective clients will be judging your firm based upon the professionalism and content of its online presence.

Online presence can be defined as everything from the visual appeal and relevant content provided on your website, to videos on your YouTube Channel, company Facebook and LinkedIn pages, and your personal LinkedIn profile. Prospective clients and referral sources will evaluate you based upon the substantive content and thought leadership you convey in your digital marketing efforts.

Professional Services Marketing, LLC, has compiled a checklist of best practices for services firms seeking to attract new clients and referral sources.

## Website

***Please rate your website 1 (the worst) to 10 (the best) in each of the following categories:***

- Your website has received a significant update within the last 12 months
- All content on your website is current and contains updated information on the firm, current events, current professional biographies on your key team members, and other information relevant to a prospective clients
- Includes substantive content directed exclusively to professionals you would like to attract
- Is visually appealing and conveys current website design and development, and content best practices in terms of access to content, navigation, interactive tools, useful links, etc.
- Is a marketing piece you are proud to send to current clients, prospective clients, referral sources

**Total Score:** \_\_\_\_\_ **out of 50**

## Social Media

**Please rate your social media activities 1 (the worst) to 10 (the best) in each of the following categories:**

- Each of our key professionals has an updated and complete LinkedIn profile
- Each professional has at least 500 professional contacts
- We each post updates to our LinkedIn profiles a minimum of once per week
- We have a LinkedIn company page
- We continuously update our LinkedIn company page with relevant links and access to content interesting to those we are marketing to
- We are a member of and participate in discussions of various groups on LinkedIn reaching prospective professionals
- For efficiency, we use a “social media aggregator,” such as [www.HootSuite.com](http://www.HootSuite.com)
- We spend an average of 10 minutes per day updating our contacts, endorsing those in our network, enhancing our profiles, and participating in groups
- We have a company channel on YouTube
- We regularly post updated videos to our YouTube channel

**Total Score:** \_\_\_\_\_ **out of 100**

## Blogging

**Please rate your blogging activities 1 (the worst) to 10 (the best) in each of the following categories:**

- We have a company blog
- We add a minimum of two new blog posts per month
- We have an editorial calendar of upcoming blog posts and share the responsibility of creating new blog content
- We promote our blog posts on other social media networks (LinkedIn, website, signature blocks)
- We utilize a service to encourage subscriptions to our blog (like [www.FeedBurner.com](http://www.FeedBurner.com))

**Total Score:** \_\_\_\_\_ **out of 50**

## Integrated Digital Marketing

**Please rate your integrated marketing activities 1 (the worst) to 10 (the best) in each of the following categories:**

- We cross promote all of our social media activities on each presence we have online (LinkedIn, Blogs, Website, Signature Blocks)

- We have a number of Google Alerts scheduled to keep our firm up to date on news in our industry
- Our website has been maximized for viewing from mobile sites like iPads and iPhones
- We are seamlessly integrating all of our web-based and digital social marketing strategies by having links to - - our LinkedIn company page, groups we manage and facilitate, our company blog, the firm's YouTube Channel - - all accessible on the firm's home page
- In general our website and social media activities are cutting edge and create a positive reputation for the firm in the marketplace

**Total Score:** \_\_\_\_\_ **out of 50**

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**TOTAL SCORE:** \_\_\_\_\_ **out of 250**

## **Interpretation**

**A (90%): 225 – 250** – Your firm should have no trouble attracting top notch, A-level clients. You are doing everything possible to maximize your integrated marketing approach.

**B (80%): 200 – 224** – While you are doing many things to enhance your reputation using digital media strategies, there are areas we can help your firm improve its efforts across the board.

**C (70%): 175 – 199** – While you are doing an “average” job of building your web-based marketing strategies, there are many best practices your firm could utilize as you seek to raise the bar in order to appeal to targeted clients and referral sources.

**D (60%): 150 – 198** – Your firm is relatively new to the world of digital marketing. The firm has held the belief that lack of time or a perceived ethical issue have prevented your firm from utilizing the web as other businesses do. You are open to doing a more effective job of pulling prospective clients and referral sources into your firm.

**We Refuse to Give an F (149 or below)** – Your firm has never really entertained the concept of having a website and other social media sites actually drive business results. The firm likely has a static (non-interactive) website because it realizes it is a “must have,” but rarely makes additions and content enhancements to the site. The firm's website was likely created three or more years ago, and very few of your professionals have LinkedIn profiles. The firm has likely taken a hard line that digital marketing as described above is best used in other industries.