

Roadmap Worksheet

BRANDING

1. What is the experience working with my business?
2. What makes my business the most money? Where do I want to focus?
3. What are my business goals?
4. Who has the need that my business solves?
5. Does my brand currently align with my business?
6. Do I have a branding guide?
7. Does all my marketing have a clear and consistent look, feel, & message?

WEBSITE

1. Is your website appealing?
2. Is your website easy to use?
3. If used internally, is the functionality easy to access for your staff?
4. Does your website load quickly?

SOCIAL MEDIA

1. Am I consistent with my social media presence?
2. What are the struggle points in coming up with content?
3. Am I happy with my engagement?
4. What are some things I can do to improve my social media right now (based on the list above?)

SEO/SEM

1. Does my website show up on the 1st page of Google?
2. Am I getting enough web traffic?
3. Do I have an optimized Google My Business Listing and reviews?

CONTENT

1. Does the written copy on my website and social media come across professionally?
2. Do I have high quality photos and video content to post on social media?
3. Am I getting out regular updated content on my website?

EMAIL

1. Am I utilizing e-mail marketing as effectively as I can be?
2. Am I growing my e-mail list?
3. What can I offer of value to my audience?

ADS

1. When is the last time I bought something from a digital ad?
2. Am I running any digital ads for my business currently?
3. Where am I seeing the most traction?

PRINT

1. Are you proud to show off your current print material?
2. What is an example of a creative print marketing piece you've seen recently?

ANALYTICS

1. Do you know how many people are using your website on a daily basis?
2. Do you know the most visited pages of your website?
3. Are you tracking your best-performing social content?