MARKETING RECYCLING™

INDEPENDENT DIGITAL MARKETING AUDIT CENTRE

PROBLEMS	SOLUTIONS	VALUE
Competition increased — **Decreasing ROI** — User reach becomes more expensive. — Not enough time and trustworthy tools to monitor your Digital Marketing efficiency.	**Order** Digital Marketing Audit — **Get** detailed report on your Digital marketing efficiency. — **Know**, where your digital marketing spend is leaking and what to do about it.	**Increased ROI** — **Clear** step-by-step plan hot to improve your ROI — No need to change your existing agency or staff

A

What is digital marketing audit?

Digital marketing audit is evaluation of your digital marketing efficiency.

B

What is the goal of digital marketing audit?

The goal is to improve your digital marketing ROI (return on Ads Spend - ROAS).

C

Could Digital Marketing Audit be conducted by the in-house team?

No, as they have applied all their knowledge already.

DIGITAL MARKETING AUDIT INCLUDES:

- Page Analytics Tracking
- Conversions Setup
- Sales Funnel Setup
- UX Tracking
- E-commernce Setup
- User identifiaction Tracking
- Target Audience
- Value Proposition
- Competitor Analysis
- Positioning
- Sales Funnel
- Customer Acquisition Costs
- SEO Technical Analysis
- SEO Keywords
- AdWords Efficiency
- Google Display Ads Efficiency
- LinkedIn Ads Efficiency
- Facebook Ads Efficiency

FULL AUDIT WORK FLOW

● Customer ○ Auditor

1. B2B B2C E-Commerce Custom Audit
2. Budget
3. CONTRACT ⚠ DATA PROTECTION AND CONFIDENTIALITY AGREEMENT
4. Memo. What data to submit. Which connections to provide.
5. Required data submission, connections granting.
6. AUDIT
7. Audit conclusions delivery and discussion session online.
8. Invoice
9. Payment + Feadback

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