

# Branding:

## **Level One:**

1. Does your online presence (email signature, web site, online marketing) reflect your brand essentials – identity, position, messaging?
2. Does your web site reflect your brand's points of differentiation vs. the competition in terms of content, information and functionality?
3. Have you identified ways in which online marketing can increase awareness of your company or strengthen your brand?
4. Can you make an ROI claim for your branding efforts? Can you connect brand/awareness marketing to tactical elements that are more readily tracked?
5. Do you use keyword analysis to inform your brand messaging, so that you are more aligned with what the market and your customers are talking about?
6. Do you use keyword analysis and search results as part of assessing the traction of your brand themes and messaging?

## **Level Two:**

1. Do your brand identity guidelines include an “audio logo” for Podcasts and other uses in new media?
2. Does your web site not only reflect your brand but “live” it?
3. Does your customer's online experience with your company reinforce your brand in the market? How is this different from number 2? How does it compare to your sales force interactions with customers?
4. Are you employing engagement tools to build brand affinity and cultivate qualified prospects that aren't ready to buy?
5. Are you monitoring industry blogs and other social media networks as part of brand guardianship and reputation management?
6. Beyond internal branding, are you empowering your employees to be “brand ambassadors” for you in these new media?

# Direct:

## **Level One:**

1. Do you allocate a portion of your yearly advertising or marketing budget to direct?
2. How do you use direct communications for generating inquiries, capturing or qualifying leads, generate sales opportunities, building or maintaining customer relationships, etc.?
3. Do you maintain a prospect database and provide regular direct communications to build brand affinity, cultivate interest and/or generate action?
4. Do you maintain a customer database and provide regular direct communications to reinforce the brand and/or generate action?
5. Have you used, or do you currently use, Email or E-newsletters as a regular communication tool?
6. What metrics do you use to measure your direct communications tactics?  
Do you measure return on investment (ROI)?

## **Level Two:**

1. Do you have regular program of online communications with your customers and/or prospects?
2. For what percentage of your customer and prospect lists do you have E-mail addresses? Opt-in permission?
3. Do you maintain profiles of your customers/prospects including web activities, demographic data, and preferences?
4. Do you tailor your communications and content based on audience segmentation? Do you monitor and revise your communications based on this information?
5. How integrated is your outbound direct communications program with your web site? Specific landing pages relating to direct content and offer? Targeted content for segmented recipients? Special forms vs. standard site forms?
6. Does your email or e-news distribution engine provide complete metrics, including sent, delivered, opened, read, etc.? How do you apply web analytics to your site-integrated direct communications tactics?

# Search:

## **Level 1:**

1. Are you currently doing any search marketing (paid search, Google AdWords, etc.)?
2. If so, do you link prospects to regular web pages or “landing pages” tailored for the ad content and/or offer?
3. Have you implemented search engine optimization techniques on your web site for improved organic search results? Are all of the files on your site optimized for search?
4. To what extent have you performed keyword analysis or competitive analysis to inform your SEM and SEO programs? Have you “seeded” prime keywords into all of your marketing materials, including ad copy, sales collateral and branding messages?
5. Are you tracking and optimizing SEM and SEO results? On a daily, weekly, monthly, or quarterly basis?
6. Are you engaging in any reciprocal linking programs or partner promotions?

## **Level 2:**

1. What percentage of your web site traffic is currently coming from organic or paid search? How does this correlate to your business objectives in terms of growing your audience, launching new technologies, etc.?
2. Do you know what information your audiences are searching for? Have you segmented this information by title/job function, stage of the buying process or other criteria?
3. Have you implemented a complete progression of tactics, content, offers, forms, etc., that guide your search-generated site visitors to what they are looking for?
4. What are the trends with your search-generated site visitors’ average time spent on the site, bounce rate, etc.?
5. If you operate globally, have you implemented search-and-site programs specific to other regions or countries?
6. Are you currently doing any of the more advanced or blended search techniques available from Google and others?

# Analytics:

## **Level 1:**

1. Do you have measurable goals for all your marketing programs and tactics?
2. Do you follow up to determine how well you've done in reaching your goals?
3. Do you know what it would take to make your program a success in the eyes of your management?
4. Do you review the performance of your web site? How often?
5. Do you track the performance of your offline marketing materials, like ads, direct mail, brochures, trade shows, or PR?
6. Do you ever make changes in your marketing materials, based on the performance metrics you've tracked?

## **Level 2:**

1. Do you have destination or landing pages for your marketing materials, including online and offline tactics?
2. Do you know what happens to a marketing query after the user lands on your site?
3. Do you know how successful your marketing tactics are in driving users to your site or otherwise achieving your program objectives?
4. Is your sales force providing quantitative feedback on lead quality?
5. Do you have a process in place to apply analytics to achieve continuous improvement of your marketing program?
6. Is your management asking you to justify the return on its marketing investment? Can you?

# Mobile

## **Level 1:**

1. Do you know how many of your customers routinely use or rely on mobile devices in their daily work lives?
2. Are you collecting cell phone numbers as part of your typical data collection for new prospects or customers?
3. Do you know what the mobile device penetration is for your intended audience?
4. Do you have any content that users need to have access to regardless of time and/or location?
5. Do you have any content or services which would be unique for a mobile audience?
6. Since mobile devices are used so much during trade shows, have you thought about how mobile marketing can help you achieve greater results at shows?

## **Level 2:**

1. Is your website optimized for viewing by mobile devices?
2. Is your email or E-news optimized for viewing by mobile devices?
3. Have you or any of your competitors tried mobile marketing in the past?
4. Do you have systems and personnel in place to respond immediately to a request for assistance that would originate from a mobile device through your web site?
5. Have you considered or planned how to integrate mobile technologies with the rest of your marketing communications program?
6. What are your perceptions of mobile communications in relation to your existing channels (unnecessary communication channel, untapped resource for instant delivery, etc.)?

# Convergent PR:

## **Level 1**

1. Are you scheduling your public relations activities with other marketing communications, such as Web site promotions, landing pages, direct mail projects, etc.?
2. Do you distribute press releases manually, electronically or both? Have you polled your editors to understand their preferences?
3. Do you post all press release information on your web site? Do you have other useful tools for editors on the site? Have you considered an online newsroom?
4. Do you optimize your press releases to improve search results?
5. Have you begun creating social media press releases?
6. Have you “self-published” news or items such as white papers?

## **Level 2**

1. Are you measuring the effectiveness of your online public relations activities, such as blogs, podcasts, videocasts and Social Media Press Releases? If so, how?
2. How are you applying analytics to measure those activities?
3. Are you integrating your online PR activities with other Web 2.0 programs and tactics? (For example, building and posting content-rich landing pages before you distribute a Social Media Press Release?)
4. How does Convergent PR fit into your planning and development of the “total customer experience”?
5. Do you view PR as a means of attracting customers and prospects, interacting with them, engaging them, or all of these? If none of these, what role does PR play in your organization?
6. If your organization is international in scope, to what extent do you consider or leverage global implications in PR, especially in online PR?

# Online

## **Level 1:**

1. Are you doing any online advertising? (Do you know where your customers and prospects are going for information – print, online, somewhere else?)
2. What kind of display ads have you used, e.g., banners, buttons, skyscrapers?
3. How are you using these ads (brand awareness, reinforce print campaign, lead generation)?
4. How does your objective change your approach in terms of creative, message, landing page?
5. Do you use white papers or case studies; have you posted them on other websites besides your own?
6. Have you conducted a custom or sponsored webcast? How did you use participant information after the webcast?

## **Level 2:**

1. Have you used Rich Media, for example, floating, expanding or other dynamic movement ads?
2. Have you posted product demonstrations or other videos on your website or other industry sites? Have you posted any videos on You Tube? Do you have a “You Tube strategy”?
3. When placing online media in any form, do you link to a landing page created specifically for the topic/content of the ad?
4. For each area of online advertising, do you map out the steps a user is likely to take after the landing page, or the steps you want the user to take? Do you build content and links to help the user make take those steps?
5. Do you include techniques to capture user information to convert advertising hits and inquiries into leads, either for the sales force or for further cultivation?
6. What metrics and analytics do you use to determine ROI or other measures of success?