

Tech Marketing Audit

CHECKLIST

MARKETING STRATEGY

- ☐ Confirm the existence of a documented marketing strategy aligned with overall business objectives.
- ☐ Verify the clarity and specificity of marketing goals.
- ☐ Assess the alignment of the marketing strategy with the target audience and market segments.
- ☐ Check for adjustments made to the marketing strategy in response to industry changes or shifts in business priorities.



TARGET AUDIENCE AND SEGMENTATION

- ☐ Confirm the identification and understanding of the target audience.
- ☐ Verify the effectiveness of audience segmentation strategies.
- ☐ Assess adjustments made to target audience profiles based on market trends or customer feedback.
- ☐ Check for personalized marketing.



BRAND POSITIONING

- ☐ Confirm the differentiation of the brand from competitors.
- ☐ Verify the articulation of unique selling propositions (USPs) in marketing messages.
- ☐ Assess the consistency of brand positioning across various marketing channels.
- ☐ Check for the incorporation of technology trends



PRODUCT AND SERVICE MARKETING

- ☐ Confirm the effectiveness of marketing strategies for individual products or services.
- ☐ Verify the alignment of product messaging with audience needs.
- ☐ Assess the utilization of technology features and innovations in product marketing.
- ☐ Check for cross-promotion opportunities between different products or services.



DIGITAL MARKETING CHANNELS

- ☐ Confirm the presence and optimization of the company website.
- ☐ Verify the effectiveness of SEO strategies for search visibility.
- ☐ Assess the performance of paid advertising campaigns (Google Ads, social media ads, etc.).
- ☐ Check for engagement and effectiveness on social media.



CONTENT MARKETING

- ☐ Confirm the existence of a content marketing strategy.
- ☐ Verify the alignment of content with technology trends.
- ☐ Assess the quality of content across different platforms.
- ☐ Check for a variety of content types, including blog posts, whitepapers, videos, and infographics.



MARKETING AUTOMATION AND TECHNOLOGY STACK

- ☐ Confirm the use of marketing automation tools for campaign management.
- ☐ Verify the integration and effectiveness of customer relationship management (CRM) systems.
- ☐ Check for updates and upgrades to marketing platforms.

