

The webinar will begin shortly!

How much more revenue can you make from your website search?

**Check out the SoloSegment
Site Search Inspector.**

bit.ly/solosegmentinspector

Thanks for joining!



Audit Your Digital Marketing: Ways to Improve Marketing Effectiveness



Andrew Schulkind

September 19, 2017

We'll be starting soon!

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www.biznology.com

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Your moderator for today: Mike Moran



- Former **IBM** Distinguished Engineer
- A senior strategist at 
- A senior strategist at  **Revealed Context**
A CONVERSEON COMPANY
- Senior Strategist at  **SoloSegment**
- Author of three books on Internet marketing
 - 
 - 
 - 
- Founder of 



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Audit Your Digital Marketing: Ways to Improve Marketing Effectiveness

biznology
Webinar

Andrew Schulkind

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Type your message here...

Q&A

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Your speaker for today: Andrew Schulkind



- President & Founder of 
- Founder of 
- Author at 



@andrewschulkind



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Audit

- Why audit
- What we want to learn
- When to audit
- What to measure



Why Audit?

**To ensure that our
marketing materials
match our
marketing goals.**



What do we want to learn?



GEICO®

When to audit?

- Outside events
- Internal changes
- On a set schedule



What to audit?

- Branding & design
- Content
- Website front end and back end
- Email marketing
- Social media
- Process and efficiency



Analytics

Analytics data underpins (nearly) all audit decisions.

- Reach
- Engagement
- Response
- Process vs. Business



Branding & Design

Does your brand
reflect your
business?

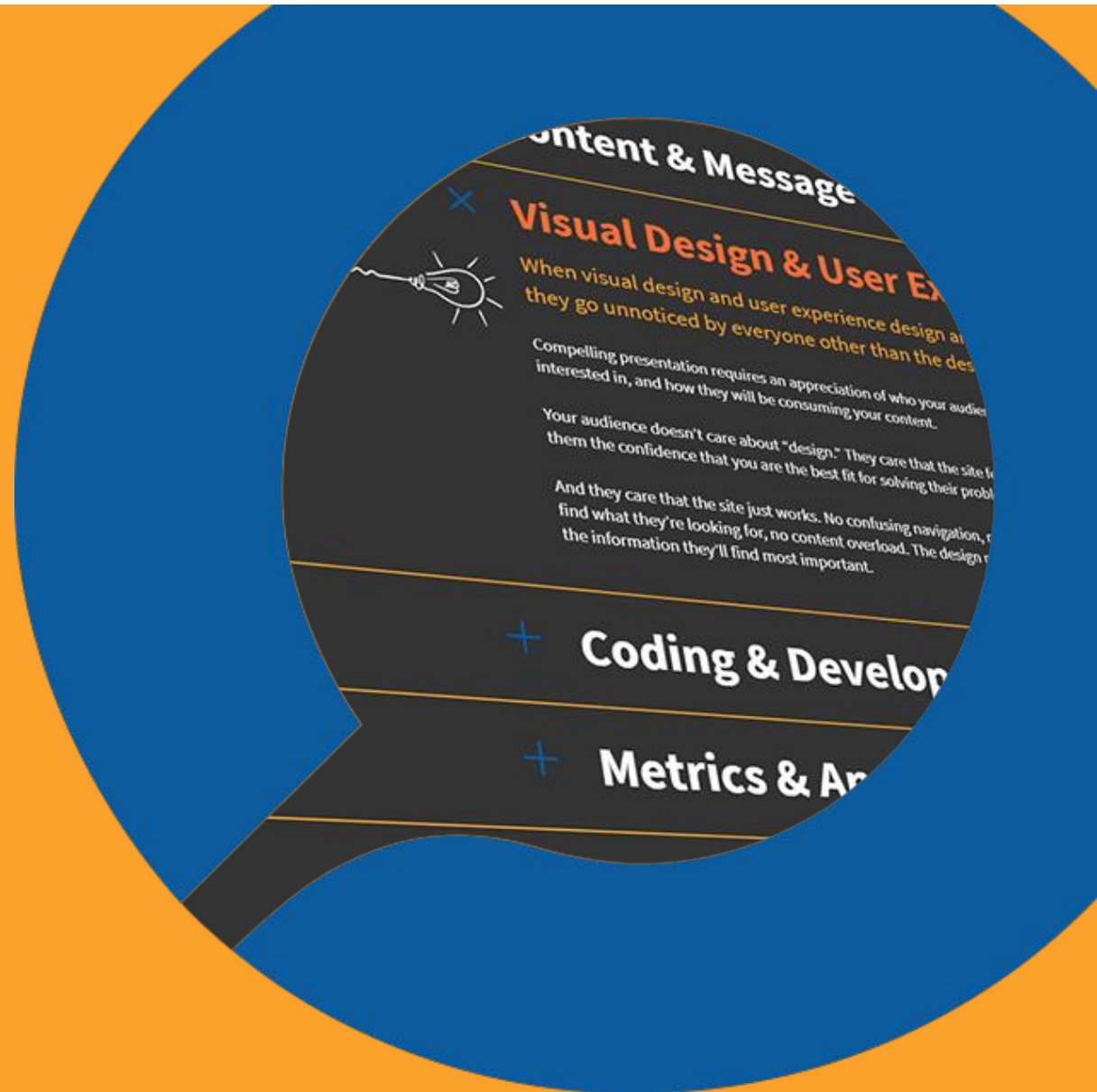


Branding & Design

- + Is your message **relevant**
- + Does your brand **differentiate** you?
- + Are materials available in the **appropriate formats and channels?**
- + **Consistent message** across business units?
- + Are your materials helping you **increase your reach and engagement?**

Content

True to brand and
tailored to the
buyer's journey.

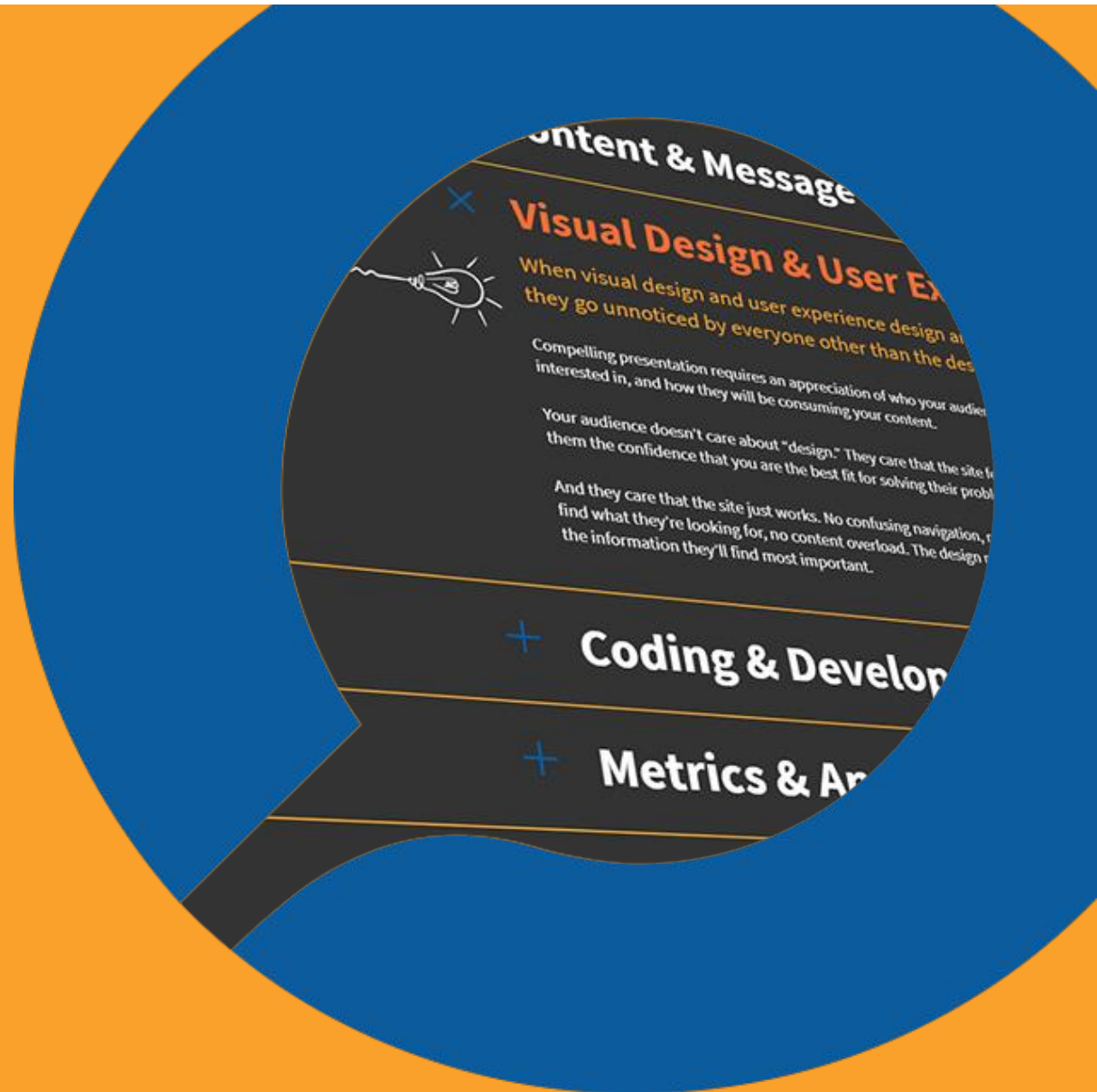


Content

- + **Balance** between content and marketing
- + Content for stages throughout the buyers' **journey**
- + Maintaining **voice**
- + Maintaining **perspective**

Content

Different is better
than *better*.



Website Front End

- CTAs
- Perspective
- Segmentation
- Attribution



Website Back End

- CRM integration
- SEO
- Goals



Email Marketing

- Reach
- Engagement
- Conversion?



Social Media

- Reach
- Engagement
- Conversion?



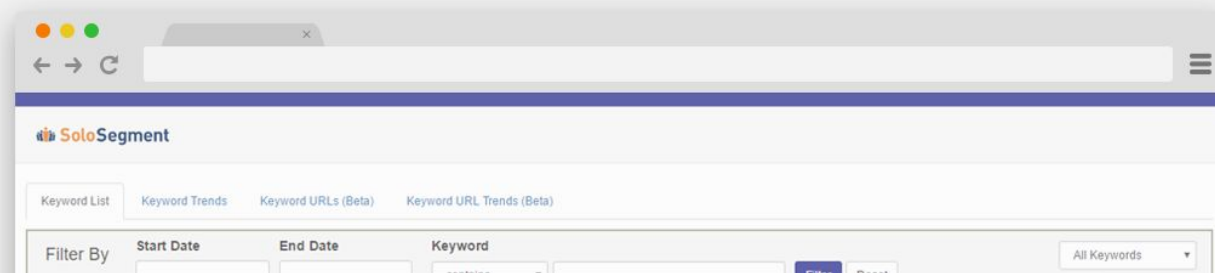
Efficiency and Approach

You can't measure
ROI if you don't
know your I.



Recommendations

- + Think big
- + Think small
- + Find specific tools www.andigo.com/scorecard
- + Revisit existing tools
- + Match marketing materials to goals



You have revenue trapped in site search!
Set it free!

**First three emails
get a 50% discount for the first six months**

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Everyone else gets 20% off

SoloSegment.com

Don't stop now!



Dan Abelow



November 14, 2017
11:00 to 11:30 ET

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