



How To Fix The Gaps In Your Marketing Strategy?

Go for Gold with Marketing Strategy!

- A WHITEHAT PUBLICATION -

TABLE OF CONTENTS



Introduction

1 How can a business successfully implement its marketing strategy?

2 What Is A Marketing Audit?

3 Why Run An Audit On Your Digital Marketing Strategy?

4 How to Run a Simple Audit On Your Marketing Strategy

5 Tips For Improving Web Traffic

6 Tips For Improving Conversion Rates

Introduction

Achieve your Marketing Goals!



Marketing strategy is an important tool that can help brands and businesses stay ahead of their competition. But staying ahead is not as easy as it seems. It needs time investment, continuous efforts and implementation of a variety of marketing strategies that work.

In order to maintain a higher position in their niche:

- Businesses need to put an equal amount effort to maintain their position
- They need to update their marketing strategy
- Upgrade their skills
- Implement updated and viable strategies



CHAPTER ONE

How can a business successfully implement its marketing strategy?

How can a business successfully implement its marketing strategy?

To ensure your marketing strategy is successful for your business in the future, you need to first run an audit on your current digital marketing strategy. Auditing your marketing strategy regularly will help you find out what changes you need to make in your strategy and actions you need to retain your lead.

Devising a marketing plan without first performing a thorough digital marketing audit will lead you to invest in unnecessary initiatives and also overlook gaps in your current marketing strategy. Many traditional marketers avoid performing an in-depth audit because it is a very time-consuming and often intimidating process.

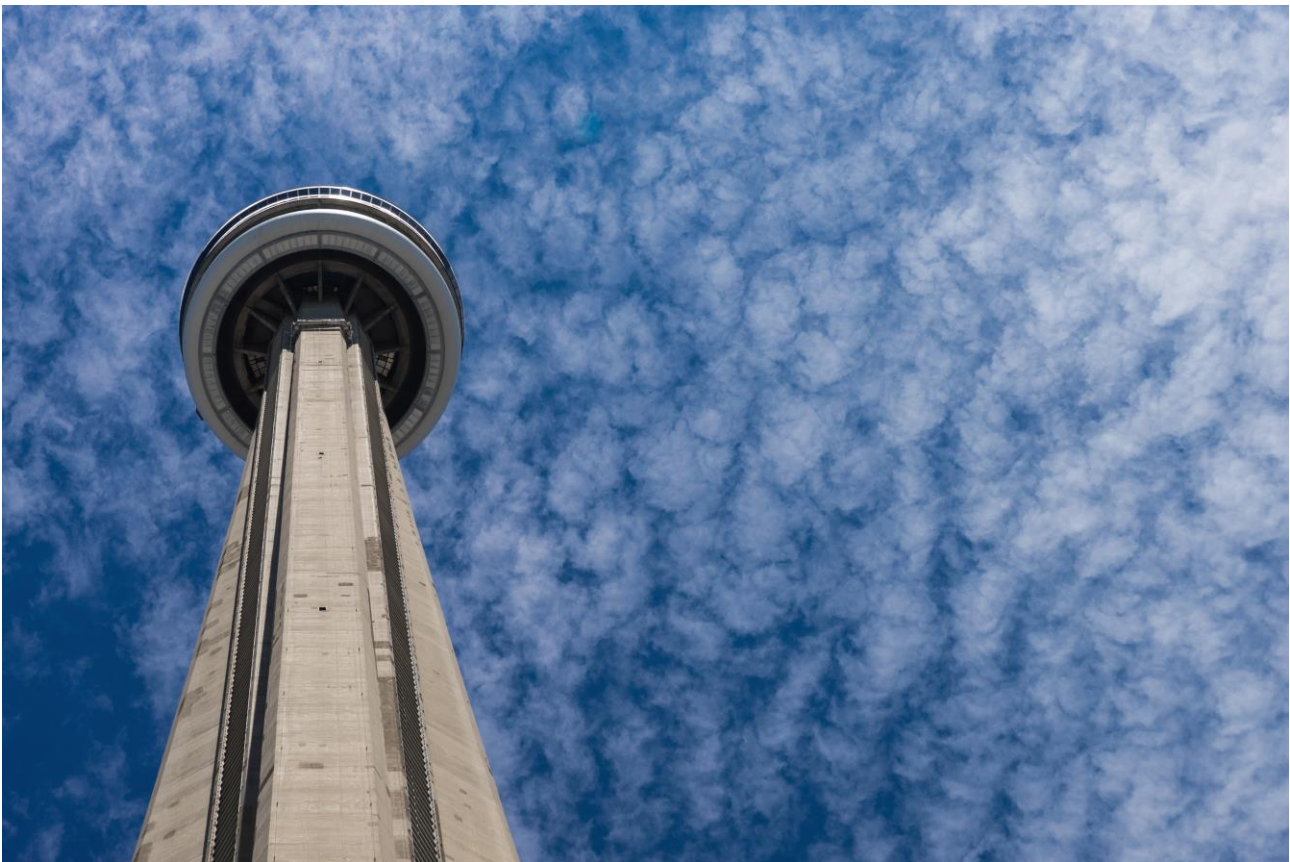




CHAPTER TWO

What Is A Marketing Audit?

What Is A Marketing Audit?



A marketing audit is defined as a high-level review of your overall website traffic and the conversion rates it receives. The goal of marketing audit is to find the area or areas in your marketing strategy that you could improve on in order to convert more traffic and generate more leads. In other words, a simple marketing audit helps you locate the marketing gaps in your strategy.

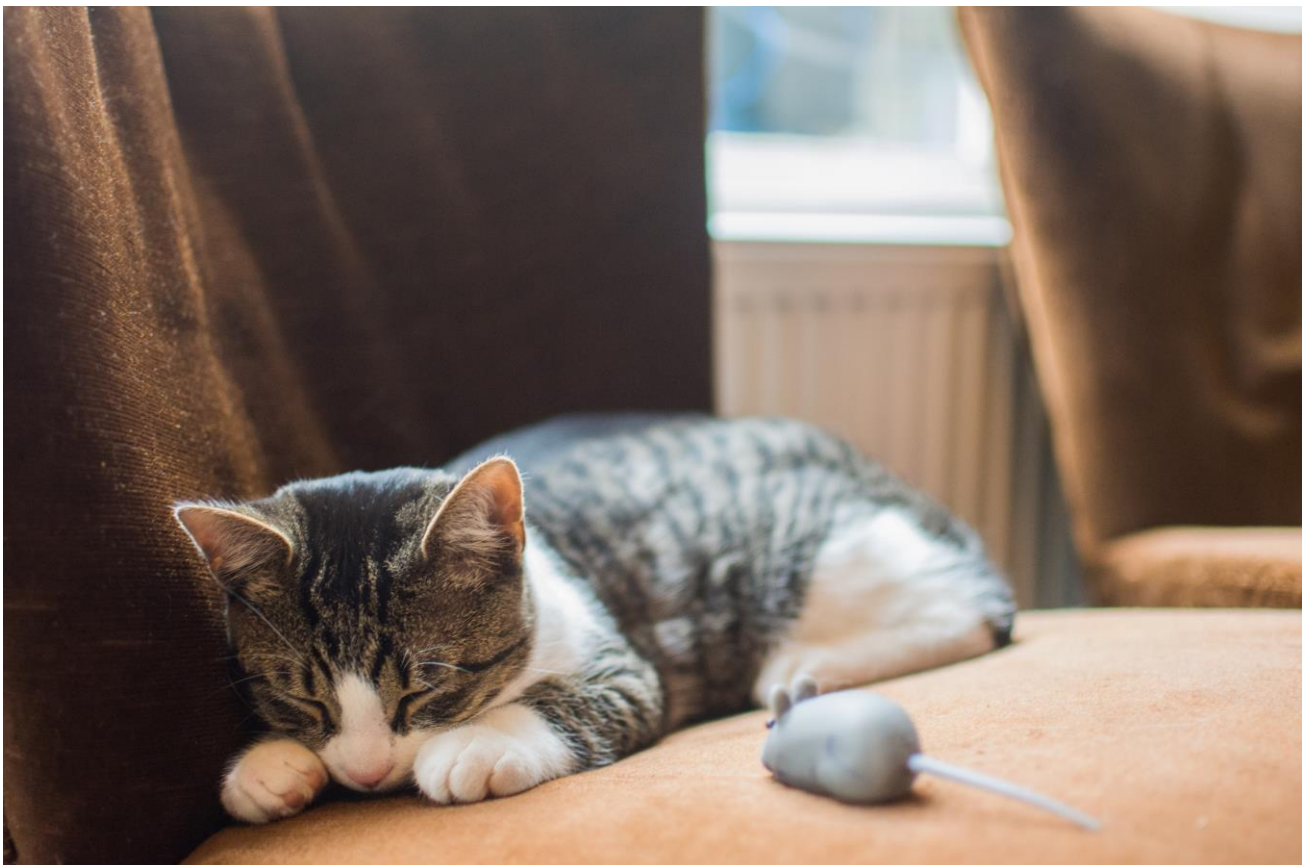


CHAPTER THREE

Why Run An Audit On Your Digital Marketing Strategy?

Why Run An Audit On Your Digital Marketing Strategy?

- Marketing strategy is not producing results as expected
- Website Traffic is gradually decreasing or remains unstable
- The strategy is not achieving sales target and requires an immediate upgrade
- Paid marketing budget is much higher than sales whereas the opposite is required, i.e. increase in sales with less budget





CHAPTER FOUR

How to Run a Simple Audit On Your Marketing Strategy

Why Run An Audit On Your Digital Marketing Strategy?



A. Start by Gathering the Right Data

Following are the specific tools that will be required to run an audit:

- **Dashboard** - HubSpot dashboard provides you a high-level and detailed summary of the overall health of your marketing campaign.
- **Sources** - Here you will find a very detailed breakdown of where all the traffic and leads to your website are coming from.
- **Landing Page Analytics** - This tool shows you how often and how quickly your landing pages are converting your visitors into leads.

Why Run An Audit On Your Digital Marketing Strategy?

B. Interpret The Data In Detail

Start off with the average monthly traffic data your website receives.

1. Analyse and Interpret Website Traffic

The first step is to carefully analyse the traffic or number of visits your website has received this month. An audit will help you get your web traffic stats into perspective, by taking a closer look at the Sources tool. This will help you find a number of ways to put the current traffic on your website into perspective:

Traffic trends - Analysing web traffic over the years will help you identify traffic trends.

Dig into the Source - It is very important to look at the source from where your website is attracting the majority of the traffic.

3 main sources that you should always look at very carefully when analysing web traffic, and they are:

- a. Organic search
- b. Social Media and,
- c. referral

Because these sources are hardest to achieve but they are also directly related to your funnel marketing efforts.

Why Run An Audit On Your Digital Marketing Strategy?

2. Analyse and Interpret The Performance of Your Lead Conversion

Marketing audit also requires you to carefully interpret the lead conversion data. This can be done by looking at 3 key reports which will not only shed light on the performance of your lead conversion but also help you find out what clicked.

Try the same method that you used to find out the traffic data in the sources tool. Toggle the date range in your Sources tool and retrieve the traffic your website has received over a long period of time. Once you have the data, check the box on top of the graph, this will show you the current visits-to-contacts rate.



Why Run An Audit On Your Digital Marketing Strategy?



3. Identify Marketing Gaps In Your Strategy

Figure out whether there really is a gap in your marketing strategy, website traffic or lead conversion rate or not. In order to do that, you should know if your website is able to convert a healthy percentage of your web traffic into leads.

This simply means that for every 100 people who visit a website, one person will convert into a lead.

This step is very important in your auditing journey because it helps you determine whether your conversion rates are good enough or not. Having a healthy conversion rate is crucial to your website and if it is not healthy, the outcome indicates that there is a gap in your marketing strategy. Once you have spotted this gap, the next step is to decide how to fix that gap as soon as possible and that takes us to the next step.

Why Run An Audit On Your Digital Marketing Strategy?

4. Devise A Plan to Fill The Gap and Improve Your Marketing Results

After analysing and interpreting all the data that you have gathered, and also identified all the gaps that are present in your marketing strategy, it is time for you to take action. The very first thing you need to do is create a SMART (Specific, Measurable, Attainable, Relevant, Timely) goal that focuses on either increasing your traffic or the conversion rate, whichever you have identified as marketing gap.

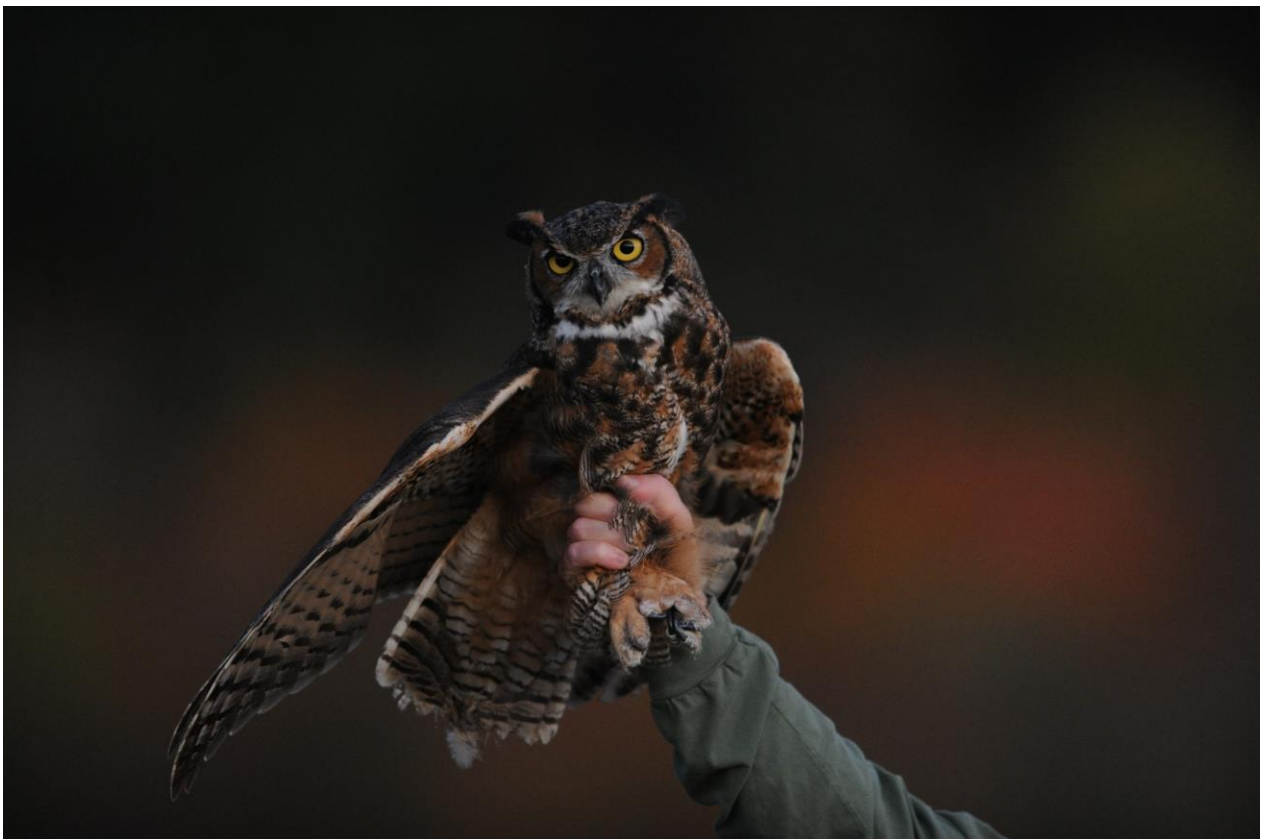




CHAPTER FIVE

Tips For Improving Web Traffic

Tips For Improving Web Traffic



- Blog more often.
- Promote yourself on social media.
- Track and optimize your website for all relevant long-tailed keywords.



CHAPTER SIX

Tips For Improving Conversion Rates

Tips For Improving Conversion Rates

- Make sure to add CTAs to the top 5 most visited pages on your website.
- Always optimize thank you pages to attract additional conversions.
- Do not forget to conduct an A/B test on your landing pages.



Learn Why You're Not
Generating More Leads &
Driving Better Results

Schedule Your Free 30-Minute Marketing Assessment

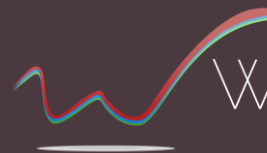
- Assess Your Website
- Evaluate Your Message
- Understand How To Leverage Content
- Examine your Use of Social Media

Click Here To Get Your
Free Marketing Assessment

Call: +44 (0) 20 8834 4795

Email: info@white-seo.co.uk

Free Marketing Assessment



Whitehat