

# DIGITAL STRATEGY AUDIT

Many organizations have spent significant sums of money developing a web site and social media presence, only to be disappointed by a poor return on their investment. Others guess that they could be doing things better, but don't understand how or where. Too often, some of the most critical questions – and their solutions – fall between the cracks.

**Instructions: Check off each question where your answer is No or Uncertain – leave blank if the answer is Yes.**

- Research:** During the last 18 months, have you asked your *target users* what they would like from your website or social efforts?
- Executive Fluency:** Does your leadership have a high enough knowledge level with digital strategy, web, social media, marketing automation, etc. to ask the right questions?
- Competition:** Are you more credible on the web and in social media than your competitors?
- Legal Compliancy:** Are you fully compliant with relevant legislation? (CASL, Accessibility/AODA, etc)
- Risk Management:** Does your organization have a documented social media risk management policy?
- Productivity:** Are you satisfied that staff, members, and partners are using social media productively and appropriately?
- Integrated Marketing:** Have your marketing and membership groups properly integrated digital marketing techniques into the marketing planning cycle?
- Governance:** Do you have a planning and governance process for both your external *internet* site and your internal *intranet* site?
- Branding:** Do your website and social sites leverage your branding, without appearing dated or over-designed?
- Technology:** Is your website built on "Social" technology, such as WordPress?
- Mobile:** Have you explored mobile apps?
- SEO:** Are you satisfied with your search engine ranking?
- Traffic:** Are you getting the number and type of users to your site that you want?
- Leads:** Are you satisfied with the effectiveness of social media and your website to generate membership or sponsorship enquiries?

- Social Selling:** Is your team using "social selling" techniques effectively for either members or sponsorships?
  - Social Media Strategy:** Does your organization have a documented social media strategy that includes Marketing, HR, IT, Advocacy, Membership, Community-building, etc.
  - Inbound Marketing:** Do you have an effective inbound marketing and content strategy?
  - Community Building:** Do you have dedicated resources focused on digital community building... that are doing this task effectively?
  - Marketing Automation:** Are you using a marketing automation system (Eloqua, Marketo, Infusionsoft, etc)? (vs old-style email programs such as Constant Contact or MailChimp?)
  - CRM:** Have you successfully deployed a CRM system (Salesforce, MS-Dynamics, etc) to manage relationships?
  - eLearning:** Have you successfully implemented your own eLearning platform?
  - Member Support:** Are you satisfied that member support costs are as low as possible?
  - Partners:** Do your web/technology/marketing advisors proactively bring you new ideas?
- Priorities:** What is this coming year's key digital business objective?
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**Scoring Key:** If you answered no to five or more questions, you are missing opportunities and spending money in areas that might not yield an appropriate return.

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**Our Executive Briefing can provide insight into how each No can become a Yes.**

To find out more – or get answers on any of your questions, contact us at [hello@108ideaspace.com](mailto:hello@108ideaspace.com), or 888-802-1147 ext. 102.