



# DIGITAL MARKETING BUSINESS SELF-ASSESSMENT TOOLKIT



✦ Social Media  
Marketing



✦ Pay-Per-Click  
Advertising



✦ Search Engine  
Optimization



✦ Analytics and  
Data Analysis



✦ Digital Strategy  
& Consulting



✦ Social Media  
Management



Phone Number  
**703-462-0210**



Visit Our Website  
**<https://www.myimpressive.com/>**





# INTRODUCTION

Welcome to the Digital Marketing Self-Assessment Toolkit!

This toolkit is designed to help you evaluate your digital marketing efforts across your website, social media, branding, and content. By scoring yourself honestly, you'll uncover strengths, identify areas for improvement, and plan actionable steps to grow your online presence.

Tip: The more accurate your assessment, the more actionable your insights will be.





# HOW TO USE?

- Read each question carefully.
- Score yourself 1 to 5:
- 1 = Needs a lot of improvement
- 5 = Excellent / Already doing this
- Use your low scores to see where you can improve.
- Use the tips to make simple changes.



euismod lacinia at quis risus sed vulputate odio. Sed  
euismod lacinia at quis. Ut tellus elementum  
ultrices lacus sed turpis tincidunt id aliquet  
ultrices massa ultricies mi quis. Magna fermentum  
ultrices. Eget sit amet tellus cras  
vitae et leo duis ut diam  
laculis eu non diam phasel-  
Cursus sit amet dictum  
ullamcorper sit amet  
semper feugiat nibh  
ing elit duis tris-  
t mauris nunc  
la fames ac  
h mauris.  
At

# Website & SEO

Score 1 to 5

- ☐ Do you have an active, professional website?
- ☐ Can people find your website on Google easily?
- ☐ Do you update your website with new offers or promotions regularly?
- ☐ Do you track visitors and traffic using tools like Google Analytics?
- ☐ Is your website fast and mobile-friendly?

Cheatsheet Tips:

Update offers and promotions monthly.

Test speed using Google PageSpeed or GTmetrix.

Track SEO in Google Search Console weekly.



# Social Media

Score 1 to 5

- ☐ Do you have accounts on key platforms (Facebook, Instagram, LinkedIn, TikTok, X)?
- ☐ Do you post regularly (at least 3 times a week)?
- ☐ Do you respond to comments and messages every day (even 30 min/day)?
- ☐ Do you use short videos (Reels, TikTok videos) to engage your audience?
- ☐ Do you have a short monthly meeting to review social media and plan next month?

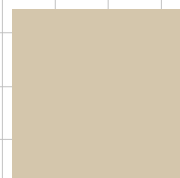
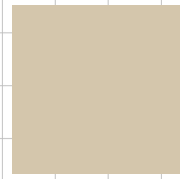
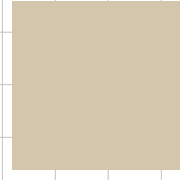
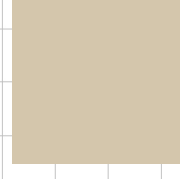

## Cheatsheet Tips:

- Post 3–5 times/week for engagement.
- Engage with your audience daily.
- Schedule posts using Canva, Meta Business Suite, or Buffer.
- Track analytics to improve performance.



# Branding & Visual Identity

Score 1 to 5

- |   |   |
|---|---|
|    | Do you have a professional logo and brand colors?                                       |
|   | Are your colors, fonts, and visuals consistent everywhere (website, social media, ads)? |
|  | Does your brand have a clear voice or message?  |
|  | Do you update your visuals when you have new offers or campaigns?                       |
|  | Does your branding clearly communicate what your business does and who it serves?       |

## Cheatsheet Tips:

- Use consistent visuals across all channels.
- Refresh visuals every 6–12 months.
- Maintain a brand guide for colors, fonts, and tone.



# Content Strategy & Creation

Score 1 to 5

<input type="checkbox"/>	Do you plan content ahead for the month?
<input type="checkbox"/>	Do you mix different types of content: educational, promotional, and stories about your business?
<input type="checkbox"/>	Are your images, graphics, and videos high quality?
<input type="checkbox"/>	Do you always include a call-to-action (like “Contact us” or “Download now”)?
<input type="checkbox"/>	Is your content aligned with your promotions and marketing campaigns?

## Cheatsheet Tips:

- Plan content one month in advance.
- Repurpose posts into Reels, Stories, blogs, or newsletters.
- Keep messaging aligned with brand voice and strategy.

# Target Audience / Customer Insight

Score 1 to 5

<input type="checkbox"/>	Do you clearly know your target audience?
<input type="checkbox"/>	Have you created 2–3 customer personas?
<input type="checkbox"/>	Do you know your audience's problems, needs, and goals?
<input type="checkbox"/>	Do you track engagement and feedback from your audience?
<input type="checkbox"/>	Do you adjust your messaging based on customer feedback?

## Cheatsheet Tips:

- Use surveys or polls to learn about your audience.
- Create simple personas with age, location, interests.
- Listen to comments and messages to understand needs.



# Email & Lead Generation

Score 1 to 5

<input type="checkbox"/>	Do you have an email list of customers or prospects?
<input type="checkbox"/>	Do you send regular newsletters or promotional emails?
<input type="checkbox"/>	Do your emails include clear calls-to-action?
<input type="checkbox"/>	Do you segment your list to send relevant content to the right people?
<input type="checkbox"/>	Do you track open rates, clicks, and conversions?

## Cheatsheet Tips:

- Offer freebies like this toolkit to grow your list.
- Send 1–2 emails per week for engagement.
- Personalize emails when possible.

# Paid Marketing & Advertising

Score 1 to 5

<input type="checkbox"/>	Have you run ads on Google, Facebook, or Instagram?
<input type="checkbox"/>	Are your ad campaigns targeted to the right audience?
<input type="checkbox"/>	Do you monitor the performance of your ads regularly?
<input type="checkbox"/>	Do you adjust your campaigns based on results?
<input type="checkbox"/>	Are you getting a positive return on investment (ROI) from your ads?

## Cheatsheet Tips:

- Start with a small budget and test ad creatives.
- Use A/B testing to see which ads perform better.
- Track cost per click (CPC) and leads generated.



# Analytics & Performance Tracking

Score 1 to 5

<input type="checkbox"/>	Do you track website traffic and conversions?
<input type="checkbox"/>	Do you monitor social media engagement and growth?
<input type="checkbox"/>	Do you measure ROI for marketing campaigns?
<input type="checkbox"/>	Do you review performance metrics monthly?
<input type="checkbox"/>	Do you adjust strategies based on analytics?

## Cheatsheet Tips:

- Use free tools like Google Analytics and social media insights.
- Compare monthly data to track improvements.
- Focus on metrics that matter most (traffic, leads, sales).

# Competitor Analysis

Score 1 to 5

<input type="checkbox"/>	Do you know your main competitors?
<input type="checkbox"/>	Do you regularly review their websites and social media?
<input type="checkbox"/>	Do you know their strengths and weaknesses?
<input type="checkbox"/>	Do you track what campaigns they run?
<input type="checkbox"/>	Do you use this information to improve your own business?

## Cheatsheet Tips:

- Do a simple SWOT analysis: Strengths, Weaknesses, Opportunities, Threats.
- Take inspiration but don't copy.
- Focus on what makes your business unique.



# Customer Experience & Reviews

Score 1 to 5

<input type="checkbox"/>	Do you collect reviews or testimonials from customers?
<input type="checkbox"/>	Do you respond to feedback quickly?
<input type="checkbox"/>	Are your products/services easy to buy online?
<input type="checkbox"/>	Do you provide a consistent, positive experience for customers?
<input type="checkbox"/>	Do you highlight positive reviews on your website or social media?

## Cheatsheet Tips:

- Ask customers politely for reviews.
- Display reviews prominently online.
- Make your buying process simple and clear.

# Customer Experience & Reviews

Score 1 to 5

<input type="checkbox"/>	Do you collect reviews or testimonials from customers?
<input type="checkbox"/>	Do you respond to feedback quickly?
<input type="checkbox"/>	Are your products/services easy to buy online?
<input type="checkbox"/>	Do you provide a consistent, positive experience for customers?
<input type="checkbox"/>	Do you highlight positive reviews on your website or social media?

## Cheatsheet Tips:

- Ask customers politely for reviews.
- Display reviews prominently online.
- Make your buying process simple and clear.
- Make it easy and rewarding: Give your customers a small gift, discount, or exclusive resource when they leave an honest review. The simpler and faster the process, the more likely they'll participate.



# Resources & Budget

Score 1 to 5

<input type="checkbox"/>	Do you have a marketing budget?
<input type="checkbox"/>	Do you have a team or freelancer support for marketing tasks?
<input type="checkbox"/>	Do you have tools for design, scheduling, and analytics?
<input type="checkbox"/>	Do you allocate time each week to marketing?
<input type="checkbox"/>	Do you track your marketing expenses and ROI?

Cheatsheet Tips:

- List essential tools like Canva, Buffer, or Mailchimp.
- Review budget monthly and reallocate based on performance.

# Score Summary & Reflection

Total Score: \_\_\_\_ / 300

Top 3 Strengths:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Top 3 Areas for Improvement:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Tip: Focus on the areas with the lowest scores first.





# Next Steps

## Contact

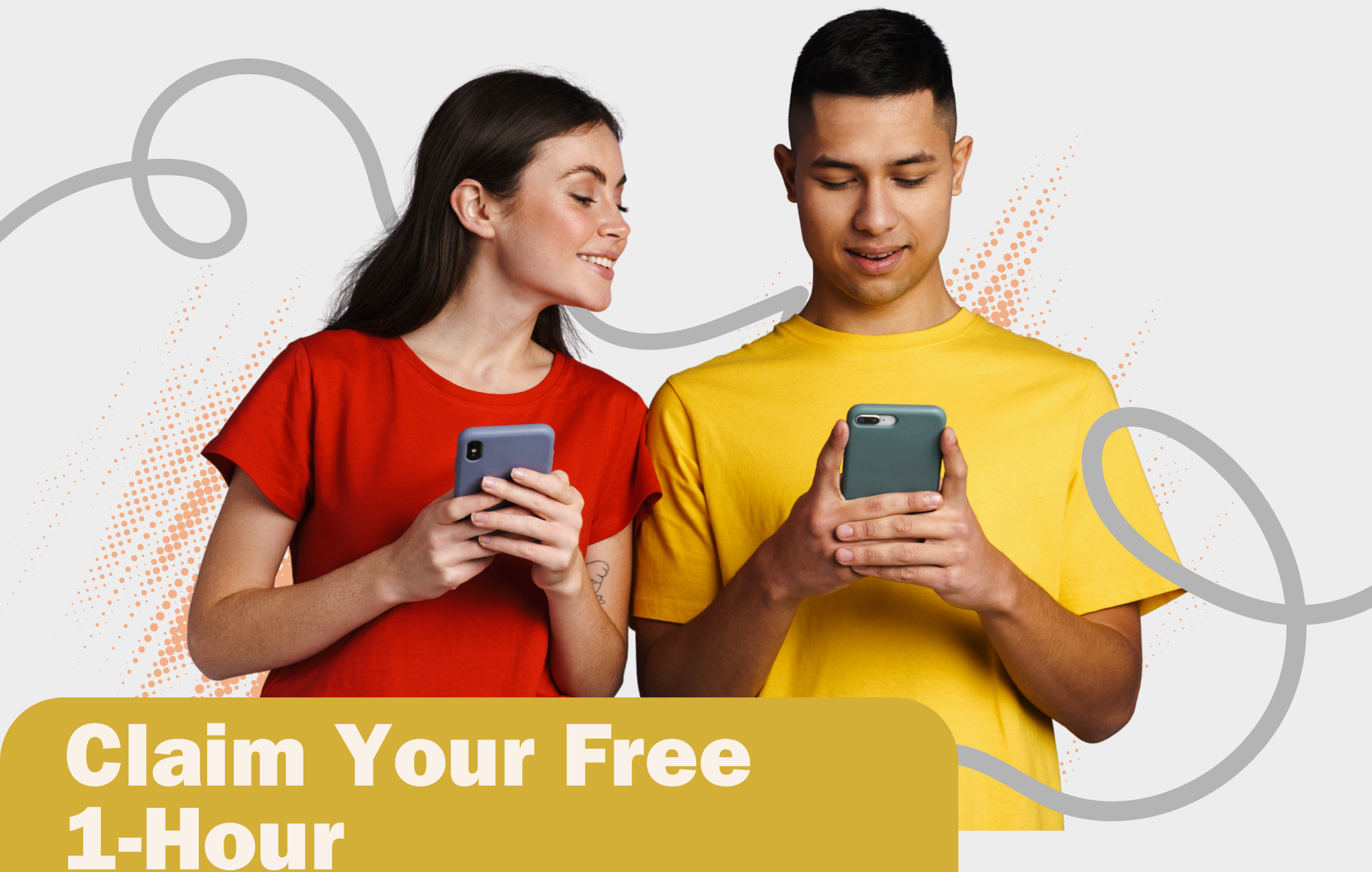
My Impressive LLC for a  
personalized review and action plan.

Website: [www.myimpressive.com](http://www.myimpressive.com)

WhatsApp : 703-462-0210

Empowering small business growth  
through strategy, visibility, and  
digital excellence.





# **Claim Your Free 1-Hour Consultation**

**Message us on WhatsApp to  
schedule your 1-hour free  
consultation — in person or  
virtual. Get personalized  
guidance to improve your digital  
marketing strategy!**



**703-462-0210**