



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



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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.

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

Do you plan content ahead for the month?

Do you mix different types of content: educational, promotional, and stories about your business?

Are your images, graphics, and videos high quality?

Do you always include a call-to-action (like "Contact us" or "Download now")?

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

Do you clearly know your target audience?

Have you created 2–3 customer personas?

Do you know your audience's problems, needs, and goals?

Do you track engagement and feedback from your audience?

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

Do you have an email list of customers or prospects?

Do you send regular newsletters or promotional emails?

Do your emails include clear calls-to-action?

Do you segment your list to send relevant content to the right people?

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

Have you run ads on Google, Facebook, or Instagram?

Are your ad campaigns targeted to the right audience?

Do you monitor the performance of your ads regularly?

Do you adjust your campaigns based on results?

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

Do you track website traffic and conversions?

Do you monitor social media engagement and growth?

Do you measure ROI for marketing campaigns?

Do you review performance metrics monthly?

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

Do you know your main competitors?

Do you regularly review their websites and social media?

Do you know their strengths and weaknesses?

Do you track what campaigns they run?

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

Do you collect reviews or testimonials from customers?

Do you respond to feedback quickly?

Are your products/services easy to buy online?

Do you provide a consistent, positive experience for customers?

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.

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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

Do you have a marketing budget?

Do you have a team or freelancer support for marketing tasks?

Do you have tools for design, scheduling, and analytics?

Do you allocate time each week to marketing?

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.

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





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