

ARE YOU READY TO TAKE YOUR B2B COMPANY'S DIGITAL MARKETING GAME TO NEW HEIGHTS? FIND OUT WITH THIS COMPREHENSIVE SELF-ASSESSMENT CHECKLIST!

**WEBSITE WIZARDRY:**

- IS YOUR WEBSITE VISUALLY APPEALING AND USER-FRIENDLY?
- DOES IT EFFECTIVELY SHOWCASE YOUR PRODUCTS/SERVICES?
- IS IT OPTIMIZED FOR SEARCH ENGINES AND MOBILE DEVICES?

**CONTENT DOMINATION:**

- ARE YOU CONSISTENTLY PUBLISHING HIGH-QUALITY, VALUABLE CONTENT?
- DOES YOUR CONTENT ESTABLISH YOU AS A THOUGHT LEADER IN YOUR INDUSTRY?
- ARE YOU LEVERAGING VARIOUS CONTENT FORMATS (BLOGS, VIDEOS, WHITEPAPERS, ETC.)?

**SEO SUPREMACY:**

- HAVE YOU CONDUCTED A THOROUGH SEO AUDIT ON YOUR WEBSITE?
- ARE YOU TARGETING THE RIGHT KEYWORDS FOR YOUR BUSINESS?
- IS YOUR LOCAL SEO STRATEGY ON POINT?

**LINKEDIN LEVERAGE:**

- IS YOUR COMPANY'S LINKEDIN PROFILE OPTIMIZED AND ENGAGING?
- ARE YOU ACTIVELY PARTICIPATING IN INDUSTRY DISCUSSIONS AND GROUPS?
- HAVE YOU EXPLORED LINKEDIN ADVERTISING OPPORTUNITIES?

**PAID ADVERTISING :**

- DO YOU HAVE A WELL-DEFINED PAID ADVERTISING STRATEGY?
- ARE YOU TARGETING THE RIGHT AUDIENCES ON THE RIGHT PLATFORMS?
- ARE YOU CONSISTENTLY TESTING AND OPTIMIZING YOUR CAMPAIGNS?

**VIDEO VIRTUOSITY:**

- ARE YOU LEVERAGING THE POWER OF VIDEO MARKETING?
- DO YOUR VIDEOS EFFECTIVELY SHOWCASE YOUR PRODUCTS/SERVICES?
- ARE YOU PROMOTING YOUR VIDEOS ACROSS MULTIPLE CHANNELS?

**SCORE YOURSELF AND IDENTIFY AREAS FOR IMPROVEMENT. THE MORE CHECKMARKS, THE CLOSER YOU ARE TO DIGITAL MARKETING MASTERY!**

**DON'T WORRY IF YOUR CHECKMARKS ARE NOT TICKED; THAT'S WHY WE'RE HERE FOR YOU.**