



Digital Marketing Performance Journal

Improving Digital Marketing Performance

This worksheet is interactive for your convenience. You can fill it in electronically or print it out.

Auditing your Digital Marketing Performance



And picking your game changer...

01

Web Presence

How your brand is represented online

02

Branding and Messaging

How your target audience perceives your brand

03

Positioning

How your brand stands out from the competition

04

Search Marketing

How easily findable your business is online

05

Social Media

How your brand is promoted on social media

06

Email Marketing

How your emails connect with your target audience

07

Digital Content

How content is used on your customer journey

08

Marketing Management

How effective your systems, KPIs and reports are

Business Case – *Are your current digital marketing activities effective for your business?*



1 | Web Presence

What's working

What's not working

What's next

Date: ___ / ___ / _____

How effectively is my brand represented online? ___ / 10



2 | Branding and Messaging

What's working

What's not working

What's next

Date: ___ / ___ / _____

How well does my target audience understand my brand? ___ / 10



3 | Positioning

What's working	What's not working	What's next

Date: ___ / ___ / _____

How differentiated is my brand when compared to the competition? ___ / 10



4 | Search Marketing

What's working

What's not working

What's next

Date: ___ / ___ / _____

How easily findable is my business online? ___ / 10



5 | Social Media

What's working

What's not working

What's next

Date: ___ / ___ / _____

How effectively is my brand represented on social media? ___ / 10



6 | Email Marketing

What's working

What's not working

What's next

Date: ___ / ___ / _____

How well does my brand connect with customers using emails? ___ / 10



7 | Digital Content

What's working

What's not working

What's next

Date: ___ / ___ / _____

How impactful is my digital content? ___ / 10



8 | Digital Marketing Management

What's working

What's not working

What's next

Date: ___ / ___ / _____

How effective is my digital marketing management? ___ / 10



My Digital Marketing Performance Assessment

Web Presence	___ / 10
Branding and Messaging	___ / 10
Positioning	___ / 10
Search Marketing	___ / 10
Social Media	___ / 10
Email Marketing	___ / 10
Digital Content	___ / 10
Marketing Management	___ / 10
OVERALL DIGITAL MARKETING PERFORMANCE	___ / 10

Date: ___ / ___ / _____

Notes

My Game Changer



What is my game changer? The goal that would have the most positive impact on my business right now.

What actions will I take to achieve my game changer? Marketing activities, staff engagement, capability development...

MY GAME CHANGER

Due date:



Let's Connect!

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If you have any questions,
or need further support for your business, contact us via:

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