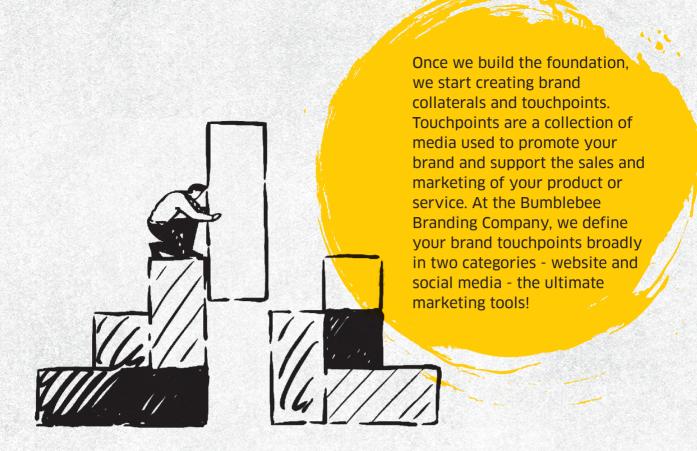


Before you decide your marketing goals and budget, take this health check to assess where your brand and marketing stand right now!

All you need is 10 minutes and a pen! If your answer to any of our questions is "yes" give yourself the points mentioned. Add your score!

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Deliverable

Website	Score
Do you use a non-shared website hosting space for better performance?	2
Do you have a good SSL certificate installed?	2
Is your website mobile-responsive?	3
Do you have a minimum of 5 pages for your SEO to rank better?	3
Do you have a campaign-specific landing page with an inbuilt sales funnel?	2
Is your brand selling digitally on your own website?	2
Is your website optimized for SEO?	3
Is your website UI designed based on your buyer persona and customer journey?	3

Website	Score
Do you have a chatbot on your website?	3
Does your website collect leads and push them to your CRM?	3
Do you update your website content at least twice a month?	2
Do you add at least 1 blog a week to your website?	2
Is your website content in line with your brand message and goal	ls? 3
Do you have a visitor goal for your website?	3
Do you increase that goal monthly?	2
Do the first sections of your page load within three seconds?	3
Do you have a Google Page Speed score of 70 and above for Desk	ctop? 3
Do you have a Google Page Speed score of 60 and above for Mob	ile? 3
Do you back up your website every time you update the content or at least once a month?	3
	A
Social Media	Score
Do you have accounts on Facebook, LinkedIn, Instagram, and You	Tube? 4
Do you have a content strategy?	2
Do you have a social media strategy?	3
Do you have a 52-week content calendar?	3
Do you have content buckets for posting?	2
Do you have at least 50 posts on your social handles to start promotion?	2
Do you have at least 50 stories on your social media in Story Highlights?	3
Do you have at least 15 brand videos on your social media chann	nels? 3

S	ocial Media	Score
Do	o you hold a live session on your channels at least once a month?	3
Do	o you post on your accounts at least 3 times a week?	3
Do	o you share posts weekly on social or online communities?	3
Aı	re you active on social media four-five days in a week?	3
Is	your response time to comments and DMs within 24 hours?	2
Do	o you have a full-time social media account manager?	3
Do	o you track your social media analytics at least once a month?	3
	o you track the sentiments of your subscribers and followers least once a month?	3
A + B		В
80> 60-8 40-6 <40	Great start on this journey! We now know what needs to be fixed so worry not, it won't be too long! A success on some a few things to complete! But everall a great	
you	d us back your scorecard, we will do an item-wise audit into r brand's Touchpoints and recommend your next steps forw Services to build your Brand Foundation Creatives Website Social Media	

Our team of experts that will guide and support your every step.

www.thebumblebee.in _