

DIGITAL MARKETING SELF-ANALYSIS

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Date:

Business Name:

1. What is the overall goal you want to accomplish?

2. Brainstorm and list 10+ words that come to mind when you think of your business.

3. Who are your competitors? List a few, and if they have an online presence, what do you like/dislike about their website, branding, social media, etc.

4. What pages (tabs) should your website have, and what kind of information is important to have on each page? Leave lines blank if you don't need pages.

Home:

Contact:

5. How are you using social media? What platforms are you using or interested in?

6. What other marketing tools have you tried? Was it helpful? Why or why not?

7. Time to use your imagination! Think of your ideal client. Who are they? And don't just say everyone... Be creative, if you could only have one client for the next 100 years who would you want them to be?

a. Are they male or female?

e. Are they married?

b. How old are they?

f. Do they have children?

c. What's their name?

g. What are their aspirations & goals?

d. What's their income?

h. What kind of hobbies do they have?

8. What colors represent your company & why? Are there any colors that you think DO NOT represent your company? Think about the energy of each color (ex. warm colors– red, orange, yellow– evoke energetic feelings, while cool colors– blue, purple, green–are typically calming).

9. What typefaces or fonts do you like? Why?