



Digital Asset Use

Essential tools for the Marketing Manager

Check List





Asset Use

Unused Used



Asset 0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%





Website	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Page Speed-Company Website						44/100					
Page Speed-Competition										75/100	
Megamenus										80/100	
Brand Image									70/100		
Promotional Banners							50/100				
Live Chat											
Facebook									4539 Likes		
Twitter									1422 Twts	848 follwrs	
Google+					151 followers	57,539 Views					
Pinterest									25 Boards-303 pins-	70 followers	
Newsletter Subscribe		10/100									
Best Selling Products										80/100	
Customer Reviews										90/100	
Exit Technology		0/100									


KnowledgeHub	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Resources		4/100									
Case Studies		2/100									
Videos		1/100									
How To Guides		7/100									
Blog										90/100	
YouTube- Channel		1/100									
Meet The Team		1/100									


Other Assets	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Landing Pages		0/100									
Company Strapline		0/100									
Thank You Pages		0/100									
Savings Calculator		0/100									
Opening Hours		1/100									
Product Data Sheets(downloads)		0/100									
Reports		0/100									
Catalogues		0/100									
Promotional Leaflets		0/100									

Company Collaboration	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Overall Collaboration					40/100						
Campaign Planning-Boss										100/100	
Media Planning-Boss										100/100	
Wholesale-An employee										100/100	
Retail- An Employee										100/100	
Trade- An Employee										100/100	



Google /BingAdvertising-Dave																100/100
Facebook Advertising-		0/100														
Youtube Advertising-		0/100														
SEO-External																100/100
Mobile Advertising		0/100														
Content Management																40/100

Outreach Marketing	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Email Marketing			10/100								
Mailchimp			10/100								
Follow up Series		0/100									
Email Campaigns		10/100									
Newsletter Design		10/100									
Database Management		10/100									
Mailchimp opt-ins		25,000									

Company Database Marketing	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Client Persona		10/100									
Client Segments		10/100									
Trade Segmentation		10/100									

Mobile Marketing	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Mobile Website		0/100									
Mobile Landing Pages		0/100									
Mobile Advertising		0/100									
Mobile Banner Design		0/100									
Pagespeed Mobile-Company						33/100					
Pagespeed MobileCompetition							57/100				

Creation Tools	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Website- Magento-Ecommerce											100/100
Website -Wordpress-Blog											100/100
Photoshop											100/100

Alternative Marketing	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Affiliate Marketing		0/100									
Trade Classified-Print		0/100									
Retail Classified-Print		0/100									
Wholesale - Direct Mail		0/100									
Press releases			10/100								
ISSUU		0/100									



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