

# THE MARKETING AUDIT JOURNEY

Marketing a business in the digital era is a complex beast. A successful marketing strategy requires continued audits & changes. This is to ensure your audience can find you, your sales grows & your investment costs decrease.

The below is an idea of the initial audit process.

## PHASE 1

Analysis of the business, products/services & current targeted audience.

## PHASE 3

Perform buyer & product market research.

## PHASE 5

Run website SEO audits & changes.

## PHASE 2

Drafting marketing strategy with client discussion and costings.

## PHASE 4

Perform market & competitor research.

## PHASE 6

Client discussion about support & long term plan & requirements.

**WEB DEVELOPER  
& MARKETER**  
The Local Digital Guru



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