

Inbound Marketing Questions

Does your website traffic increase in most months?

How many visitors visit your site each month?

Is your company using social media to build brand awareness, engagement and traffic?

Do you have a company Twitter account?

Do you have a company Facebook page?

Do you have a company LinkedIn page?

Do you monitor social media for mentions of your brand name, important keywords and competitors?

Do you have a blog?

How often do you post blog articles?

What percentage of your employees post blog articles to your blog?

Do you have an SEO Strategy?

How often do you perform keyword research?

How often do you analyze your websites pages to identify whether they're optimized effectively?

Do you track your inbound links?

Do you put effort into improving your current inbound links?

Do you actively build inbound links to specific pages with specific keywords as anchor text?

Do you generate a larger number of leads via your website in most months?

What percentage of your website visitors convert into a lead? (Typically: 0 - 7%)

How many offers (ebooks, whitepapers, webinars) do you have available on your website?

How many active landing pages do you have on your website?

How often do you build and launch new calls to action to drive traffic to your landing pages?

Do you generate inbound sales leads directly from organic search engine traffic?

Do you generate inbound sales leads directly from social media traffic?

Do you generate inbound sales leads directly from your blog traffic/readers?

Do you generate inbound sales leads directly from pay per click traffic?

Do you convert a larger number of customers from your website leads in most months?

What percentage of your website leads convert into customers? (Typically: 0 - 25%)

How often do you send email marketing messages?

Do you segment your email marketing lists and send different messages to different segments?

Do you use automated lead nurturing?

How many different lead nurturing campaigns do you have setup?

Does your web analytics notify you/your sales team when a lead is visiting the website?

Does your website analytics track which pages your individual leads view?

Does your website analytics track the traffic source/marketing activity/campaign for each lead?

Have you defined the profile/demographics/characteristics of an ideal lead?

quality of leads you need to generate each month? If marketing/sales aren't separate people/teams, do you have a lead quality/quantity goal?

Does your sales team connect with your leads via their social media profiles on Twitter, LinkedIn & Facebook?

Do you analyze your results each month so you can continuously improve results?

Do you track your traffic sources?

Do you track which traffic sources convert into leads?

Do you track which leads convert into customers?

Do you track the traffic source/marketing campaign for each visitor, lead and sale?

SEO - down to keyword

PPC - down to campaign/keyword

Email - by campaign

Social Media - by site

Other campaigns (Online banner, email sponsorships, etc)

Do you track your social media follower counts/reach on Twitter, LinkedIn, Facebook, Youtube?

Do you track comments, inbound links and page views for each individual blog post you publish?