

Online Marketing Health-check

This self assessment aims to find out how effectively your online marketing mix fits with your brand and service/product offering

1. What does the business offer/what is your "product"?	
2. What is your positioning e.g. value, mid-market, top-end?	
3. Is this communicated in the content and feel of your web presence?	
4. Does your business have a "brand" / "brand identity"?	
5. If you answered "yes", what are your key brand values?	
6. Are the brand identity and values clearly communicated online?	
7. What online marketing do you do? (website, directories, ad-words etc)	
8. Do you target a specific geographic area?	
9. Who are your main online competitors and why?	

Once you have completed this self health check return to anna.hughes@e-mphasis.com

