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# THE 30-POINT MARKETING AUDIT CHECKLIST

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A complete diagnostic for founders and business owners who want to know exactly where their marketing is leaking — and where the biggest opportunities to grow are hiding.

*Powered by the AIM Framework · Automate. Integrate. Monetize.*

Business name: \_\_\_\_\_

Audit completed by: \_\_\_\_\_ Date: \_\_\_\_\_



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★ HOW TO USE THIS CHECKLIST

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Work through each of the 30 points honestly. Check off what is genuinely in place — not what is partially started or planned. At the end of each section, note your score and add observations. Your lowest-scoring sections are your highest-leverage opportunities.

**Scoring guide:** 0–10 points = Foundation gaps to fix first. 11–20 points = Integration opportunities. 21–30 points = Ready to monetize and scale.

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A BRAND & POSITIONING (POINTS 01 – 05)

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- 01** You can state your ideal client in one specific sentence. Notes  
*Who they are, what they do, and the problem you solve for them.*
  
- 02** You have a documented brand voice guide or style reference. Notes
  
- 03** Your logo, colors, and typography are consistent across all touchpoints. Notes
  
- 04** You have a clear, tested one-sentence value proposition. Notes  
*Not a tagline — a specific claim about the outcome you deliver.*
  
- 05** You know the top 3 objections prospects have before buying, and your brand messaging addresses them. Notes

**Section A score:** \_\_\_\_\_ / 5



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**B D I G I T A L P R E S E N C E ( P O I N T S 0 6 - 1 0 )**

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- 06** Your website homepage clearly communicates who you serve and what you do within 5 seconds. Notes
  
- 07** Your website has a single, clear primary call-to-action on every page. Notes
  
- 08** Your website is mobile-optimized and loads in under 3 seconds. Notes
  
- 09** You appear on the first page of Google for at least one relevant search term.  
*Check: your name, your business name, or your primary service + location/niche.* Notes
  
- 10** Your Google Business Profile (if applicable) is complete, accurate, and has recent activity. Notes

**Section B score: \_\_\_\_\_ / 5**



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**C C O N T E N T & S E O ( P O I N T S 1 1 - 1 5 )**

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- 11** You publish content consistently on at least one channel (blog, LinkedIn, newsletter, etc.). Notes  
*Consistently = at minimum twice per month.*
  
- 12** Your content is built around specific keywords your ideal clients are searching for. Notes
  
- 13** You have at least 5 pieces of evergreen content that continue to generate traffic or leads. Notes
  
- 14** You repurpose content across multiple formats or channels from a single piece. Notes
  
- 15** You track content performance and know which pieces drive the most leads or revenue. Notes

**Section C score: \_\_\_\_\_ / 5**



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**D L E A D   G E N E R A T I O N   ( P O I N T S   1 6 - 2 0 )**

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- 16** You have at least one documented, repeatable process for generating new leads. Notes
  
- 17** You have an active email list and send to it at least once per month. Notes
  
- 18** You have a defined lead magnet or entry-point offer that captures contact information. Notes
  
- 19** You know your current lead conversion rate from first touch to discovery call or proposal.  
*If you don't have a number, that is your answer.* Notes
  
- 20** You follow up with every lead within 24 hours using a documented sequence. Notes

**Section D score: \_\_\_\_\_ / 5**



**E A U T O M A T I O N & I N T E G R A T I O N ( P O I N T S 2 1 - 2 5 )**

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*This section evaluates the Automate and Integrate dimensions of the AIM Framework.*

- 21** Your email marketing operates on automated sequences, not just manual broadcasts. Notes
  
- 22** Your CRM (or contact database) is connected to your marketing tools and updated automatically. Notes
  
- 23** You have automated follow-up for leads who don't respond to your initial outreach. Notes
  
- 24** Your social media content can be scheduled and published without manual daily effort. Notes
  
- 25** Your marketing tools communicate with each other — no manual data entry between platforms. Notes

**Section E score: \_\_\_\_\_ / 5**



**F A N A L Y T I C S & M O N E T I Z A T I O N ( P O I N T S 2 6 - 3 0 )**

*This section evaluates the Monetize dimension of the AIM Framework.*

- 26** You track marketing ROI — you know which channels produce revenue, not just traffic. Notes
  
- 27** You have a dashboard or regular report that shows the metrics that matter most to revenue. Notes
  
- 28** You know your customer acquisition cost (CAC) and lifetime customer value (LTV). Notes
  
- 29** You have a system for collecting, displaying, and leveraging client testimonials and reviews. Notes
  
- 30** Your marketing activity compounds over time — each month builds on the last, not starting over. Notes  
*If your results reset when you stop posting or pause ads, this is not yet in place.*

**Section F score: \_\_\_\_\_ / 5**



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## Y O U R T O T A L S C O R E

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### **0 – 10: Foundation First.**

Your marketing lacks the structural foundation to scale. The priority is establishing brand clarity, a working website, a lead generation process, and basic analytics. Jumping to automation now would just automate confusion.

### **11 – 20: Integration Opportunity.**

You have working parts — but they are not connected. The biggest gains are in integrating your tools, automating follow-up, and creating consistency across channels. This is where the AIM Framework creates the most immediate impact.

### **21 – 30: Ready to Monetize.**

Your foundation is solid and your systems are connected. The focus now is on monetization: optimizing conversion, building compounding content, and deploying AI to do more of what is already working.

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## **Ready to close the gaps?**

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*This audit is the first step. The AIM Framework is the system that fixes it.*