AWARE

Definition: _____

Relationship: _____

Audit: Score: _____

- ☐ Digital Advertising
- ☐ Search Marketing
- ▼ Content Marketing
    - ☐ Blog Article(s)
    - ☐ Podcast
    - ☐ Video (for Social or Website)
    - ☐ Social Media Updates
    - ☐ Images or Infographics (for Social or Website)
- ▼ Social Media
    - ☐ Facebook
    - ☐ Instagram

- ☐ Twitter
- ☐ LinkedIn
- ☐ Snapchat
- ☐ TikTok
- ☐ Community Management
- ▼ Copywriting **(BONUS)**
    - ☐ Clarity
    - ☐ Readability
    - ☐ Value
    - ☐ Relevancy

Action Plan:

ENGAGE

Definition: _____

Relationship: _____

Audit: Score: _____

▼ Content Marketing

- ☐ Blog Article(s)
- ☐ Podcast
- ☐ Video (for Social or Website)
- ☐ Social Media Updates
- ☐ Images or Infographics (for Social or Website)

▼ Social Media

- ☐ Facebook
- ☐ Instagram
- ☐ Twitter
- ☐ LinkedIn

▼ Email Marketing

- ☐ Relational Emails
- ☐ Transactional Emails
- ☐ Promotional Emails
- ☐ Newsletters

☐ Community Management

▼ Copywriting **(BONUS)**

- ☐ Clarity
- ☐ Readability
- ☐ Value
- ☐ Relevancy

Action Plan:

SUBSCRIBE

Definition: _____

Relationship: _____

Audit: Score: _____

▼ Content Marketing   ☐ Community Management
  ☐ Lead Magnet   ☐ Digital Advertising
  ☐ Event (Online or Offline)   ▼ Copywriting **(BONUS)**
▼ Email Marketing   ☐ Clarity
  ☐ Relational Emails   ☐ Readability
  ☐ Promotional Emails   ☐ Value
  ☐ Newsletters   ☐ Relevancy

Action Plan:

CONVERT

Definition: _____

Relationship: _____

Audit: **Score:** _____

- ☐ Digital Advertising
- ☐ Search Marketing
- ▼ Email Marketing
  - ☐ Promotional Emails
  - ☐ Newsletters

- ▼ Copywriting **(BONUS)**
  - ☐ Clarity
  - ☐ Readability
  - ☐ Value
  - ☐ Relevancy

Action Plan:

😃 EXCITE

📕 Definition: _____

🔗 Relationship: _____

📋 Audit: Score: _____

▼ Email Marketing   ▼ Copywriting **(BONUS)**
   ☐ Transactional Emails   ☐ Clarity
   ☐ Relational Emails   ☐ Readability
☐ Community Management   ☐ Value
▼ Content Marketing   ☐ Relevancy
   ☐ Onboarding
   ☐ Indoctrination

Action Plan:

ASCEND

Definition: _____

Relationship: _____

Audit: Score: _____

▼ Email Marketing

☐ Relational Emails

☐ Promotional Emails

☐ Digital Advertising

▼ Content Marketing

☐ Customer Story

☐ Product Demo

☐ Product Comparison

☐ Event (Online or Offline)

▼ Copywriting **(BONUS)**

☐ Clarity

☐ Readability

☐ Value

☐ Relevancy

Action Plan:

ADVOCATE

Definition: _____

Relationship: _____

Audit: Score: _____

▼ Social Media
- ☐ Facebook
- ☐ Instagram
- ☐ Twitter
- ☐ LinkedIn
- ☐ Snapchat
- ☐ TikTok

▼ Email Marketing
- ☐ Relational Emails
- ☐ Promotional Emails

☐ Search Marketing

▼ Copywriting **(BONUS)**
- ☐ Clarity
- ☐ Readability
- ☐ Value
- ☐ Relevancy

Action Plan:

PROMOTE

Definition: _____

Relationship: _____

Audit: Score: _____

▼ Email Marketing

☐ Relational Emails

☐ Transactional Emails

☐ Promotional Emails

▼ Copywriting **(BONUS)**

☐ Clarity

☐ Readability

☐ Value

☐ Relevancy

Action Plan: