

	Definition:		
Ø	Relationship:		
<u></u>	Audit:	Score:	
	☐ Digital Advertising	☐ Twitter	
	☐ Search Marketing	LinkedIn	
	▼ Content Marketing	☐ Snapchat	
	☐ Blog Article(s)	☐ TikTok	
	Podcast	Community Management	
	☐ Video (for Social or Website)	▼ Copywriting (BONUS)	
	Social Media Updates	Clarity	
	<ul><li>Images or Infographics (for Social or Website)</li></ul>	Readability	
	▼ Social Media	☐ Value	
	☐ Facebook	Relevancy	
	Instagram		
Action Plan:			



	Definition:			
Ø	Relationship:			
Ż	Audit:	Score:		
	▼ Content Marketing	▼ Email Marketing		
	☐ Blog Article(s)	Relational Emails		
	☐ Podcast	☐ Transactional Emails		
	☐ Video (for Social or Website)	☐ Promotional Emails		
	☐ Social Media Updates	☐ Newsletters		
	☐ Images or Infographics (for Social or Website)	☐ Community Management		
	▼ Social Media	▼ Copywriting (BONUS)		
	☐ Facebook	☐ Clarity		
	Instagram	$\square$ Readability		
	☐ Twitter	☐ Value		
	LinkedIn	Relevancy		
	Action Plans			

Action Plan:



	Definition:	
Ø	Relationship:	
<u>~</u>	Audit:	Score:
	<ul> <li>▼ Content Marketing</li> <li>□ Lead Magnet</li> <li>□ Event (Online or Offline)</li> <li>▼ Email Marketing</li> <li>□ Relational Emails</li> <li>□ Promotional Emails</li> <li>□ Newsletters</li> </ul>	<ul> <li>Community Management</li> <li>Digital Advertising</li> <li>▼ Copywriting (BONUS)</li> <li>□ Clarity</li> <li>□ Readability</li> <li>□ Value</li> <li>□ Relevancy</li> </ul>
		Action Plan:



	Definition:		
Ø	Relationship:		
<b>₹</b>	Audit:		Score:
	☐ Digital Advertising	▼ Copywriting (вомиѕ)	
	Search Marketing	$\Box$ Clarity	
	▼ Email Marketing	Readability	
	Promotional Emails	☐ Value	
	Newsletters	☐ Relevancy	
		Action Plan:	



	Definition:		
Ø	Relationship:		
Y	Audit:		Score:
	▼ Email Marketing	▼ Copywriting (BONUS)	
	☐ Transactional Emails	$\Box$ Clarity	
	☐ Relational Emails	Readability	
	Community Management	☐ Value	
	▼ Content Marketing	Relevancy	
	Onboarding		
	Indoctrination		
		Action Plan:	



	Definition:		
Ø	Relationship:		
<u>-</u>	Audit:		Score:
	▼ Email Marketing	▼ Copywriting (вомиs)	
	☐ Relational Emails	$\Box$ Clarity	
	Promotional Emails	☐ Readability	
	☐ Digital Advertising	☐ Value	
	▼ Content Marketing	☐ Relevancy	
	Customer Story		
	☐ Product Demo		
	<ul><li>Product Comparison</li></ul>		
	Event (Online or Offline)		

Action Plan:



	Definition:	
Ø	Relationship:	
Ż	Audit:	Score:
	▼ Social Media	Search Marketing
	☐ Facebook	▼ Copywriting (BONUS)
	Instagram	$\Box$ Clarity
	☐ Twitter	☐ Readability
	LinkedIn	☐ Value
	☐ Snapchat	Relevancy
	☐ TikTok	
	▼ Email Marketing	
	☐ Relational Emails	
	☐ Promotional Emails	

Action Plan:



	Definition:		
Ø	Relationship:		
Ž	Audit:		Score:
	<ul><li>▼ Email Marketing</li><li>☐ Relational Emails</li><li>☐ Transactional Emails</li><li>☐ Promotional Emails</li></ul>	<ul><li>▼ Copywriting (BONUS)</li><li>□ Clarity</li><li>□ Readability</li><li>□ Value</li><li>□ Relevancy</li></ul>	
		Action Plan:	