Use this marketing checklist to find gaps in your marketing efforts. This can help you and your team refine your marketing approach and lower your overall CPA (Cost Per Acquisition) by leveraging moxing your marketing budget for paid ads to channels that deliver the highest yield/ROI. UTM = Unique Tracking Method.

## **1. PPC (Google Ads, Bing Ads)**

☐ Have you identified core local keywords to bid on (including negative keywords)?  
☐ Are your ad groups tightly themed, with relevant ad copy and landing pages?  
☐ Do you use ad extensions (call, location, sitelinks) to maximize visibility?  
☐ Is conversion tracking properly set up (phone calls, form fills, online bookings)?  
☐ Are you regularly testing and optimizing bids, ad variants, and audiences?

## **2. Paid Social (Facebook, Instagram, TikTok, LinkedIn)**

☐ Are you targeting the right demographics, interests, and locations for your services?  
☐ Is your ad creative compelling (images, videos, copy) and aligned with your brand?  
☐ Are you testing multiple ad sets or variations to find the most effective combination?  
☐ Do you track conversions via pixels, custom events, or UTM parameters?  
☐ Are you leveraging retargeting campaigns for visitors who didn’t convert?

## **3. Radio Advertising**

☐ Are you using a unique phone number or landing page to track radio-driven leads?  
☐ Is your radio spot professionally produced with a clear call to action (CTA)?  
☐ Do you run ads at various times (morning, afternoon, evening) to reach different audiences?  
☐ Are you monitoring incoming leads for references to hearing your ad on the radio?

## **4. Print Advertising (Newspapers, Magazines, Direct Mail)**

☐ Do you include a trackable, compelling CTA (unique phone number, coupon code, or URL) in every print piece?  
☐ Are your print designs consistent with your brand and easy to read?  
☐ Are you targeting the right geographic areas or demographics for mail campaigns?  
☐ Do you measure the response rate (e.g., number of calls/emails attributed to each print campaign)?

## **5. Television (Local or Regional)**

☐ Is your TV commercial professionally produced, with a concise message and a strong CTA?  
☐ Are you running ads during relevant programs or time slots your target audience watches?  
☐ Have you set up unique tracking methods (vanity URLs, coupon codes, dedicated phone numbers) to gauge ad effectiveness?  
☐ Do you monitor calls or inquiries for mentions of seeing your TV commercial?

## **6. Other Paid Channels (Billboards, Sponsorships, etc.)**

☐ If using billboards, are they placed in high-traffic areas with a simple, memorable message?  
☐ For event or team sponsorships, do you collect leads on-site or promote a special offer that drives measurable action?  
☐ Are you reviewing ROI regularly to determine which paid channels yield the best results?

NOTES: