

# COMPLETE MARKETING AUDIT





AWARE



CAPTURE



NURTURE



CONVERT



DELIGHT



AMBASSADOR



UPSELL

# Lifecycle Marketing

Lifecycle Marketing is the process of providing your target audience with different kinds of communication and experiences they need or want that moves them from being a prospect (aka lead) to becoming a customer (and ideally, an ambassador).



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# AWARENESS

What are you doing now to create awareness for your business?  
In other words, what are you doing to advertise your business?

## EXAMPLES...

- ☐ Networking
- ☐ Trade Shows
- ☐ Facebook Advertising
- ☐ LinkedIn Advertising
- ☐ Google AdWords
- ☐ Print Advertising
- ☐ SEO (Search Engine Optimization)



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# CAPTURE LEADS

What are you doing now to capture leads for your business?  
How many leads are you capturing per month?

## EXAMPLES...

<input type="checkbox"/> Leads from Networking	4
<input type="checkbox"/> Referrals	2
<input type="checkbox"/> Capture Leads from Landing Pages	50
<input type="checkbox"/> Capture Leads from Blog	20
<input type="checkbox"/> Capture Leads from Website	8
<input type="checkbox"/> Capture Leads from Speaking	100

## HOW MANY LEADS PER MONTH?



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# NURTURE

What are you doing now to nurture your relationship with your prospects?  
What are you doing now to nurture your relationship with your customers?

**PROSPECTS**

**CUSTOMERS**



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# CONVERT

Do you have a way that you track where your prospects are in your sales process?  
What is your sales process (write out your process step by step below)?

## EXAMPLE SALES PROCESS...

Lead from Networking

Call the Lead

Send the Lead a Voicemail (if necessary)

Send the Lead a Email Follow-up (if necessary)

Schedule a Discovery Call | Unqualified

Create a Proposal

Present the Proposal on a Call

Won | Lost

Follow-up



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# DELIGHT

What are you doing now to INTENTIONALLY delight and wow your customers?  
Do you have a way that you are gaining feedback from customers?



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# AMBASSADOR

Do you have a way that you are CONSISTENTLY asking for online reviews?

Do you have a way that you are CONSISTENTLY asking for referrals?





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# UPSELL

Do you have a system to upsell your customers to your next product/service?  
What are your upsell opportunities (list your upsell opportunities below).

## EXAMPLE...

Purchased "X" -> Recommend "Y"

# Entrepreneurial Scoreboard

How many leads do you have on your email list?	
How many NEW leads are you adding to your email list every month?	
How many customers do you currently work with each month?	
How many NEW customers are you acquiring each month?	
How many website visitors show up on your website every month?	
How much are you spending on your marketing each month? (If you don't consistent invest in marketing each month take your yearly investment and divide it by 12 to get your monthly average).	
What is your current annual GROSS revenue?	