

DIGITAL INVENTORY CHECKLIST

As we accelerate into the digital economy to better participate in a post-Covid world, more and more brands are ramping up efforts to digitalise their businesses. A digital presence is almost imperative in most companies, small or old. Use this checklist to determine if you have all the tools and touchpoints needed to jumpstart your digital journey.



Your Name:

Your Company:

Date:

UNDERSTANDING YOUR BRAND *Click the boxes if applicable.

- Do you own every domain associated with your brand or trademark?
- Do you have a company blog/website/ other place to post owned content?
- Do your brand uses any of these platforms?
 - Facebook Pinterest VK (Russia)
 - Google Local SnapChat Wechat (China)
 - Business Page Tik Tok Weibo (China)
 - Instagram Twitter WhatsApp
 - LinkedIn Vimeo YouTube
- Have your brand collaborated with some influencers to promote your brand, product/services?
- Do you track your website SEO performance?
- Do you run digital advertising?
 - Cost per click Native ads
 - Direct placement Social ads
 - Display ads Video ads
- Do you use digital analytics?
 - Monitor your digital analytics regularly
 - Use and analyse the report
- How do you use email to communicate with your customers?
 - Email newsletter
 - Promotional emails
 - Transactional emails
- Do you use any marketing automation for these?
 - Nurture campaigns
 - Retargeting
 - Cross-channel/omni-channel campaigns
- Do you have a digital asset library?
- Do you have a data store/system/ server to store customer data?