

Free Digital Inventory Checklist

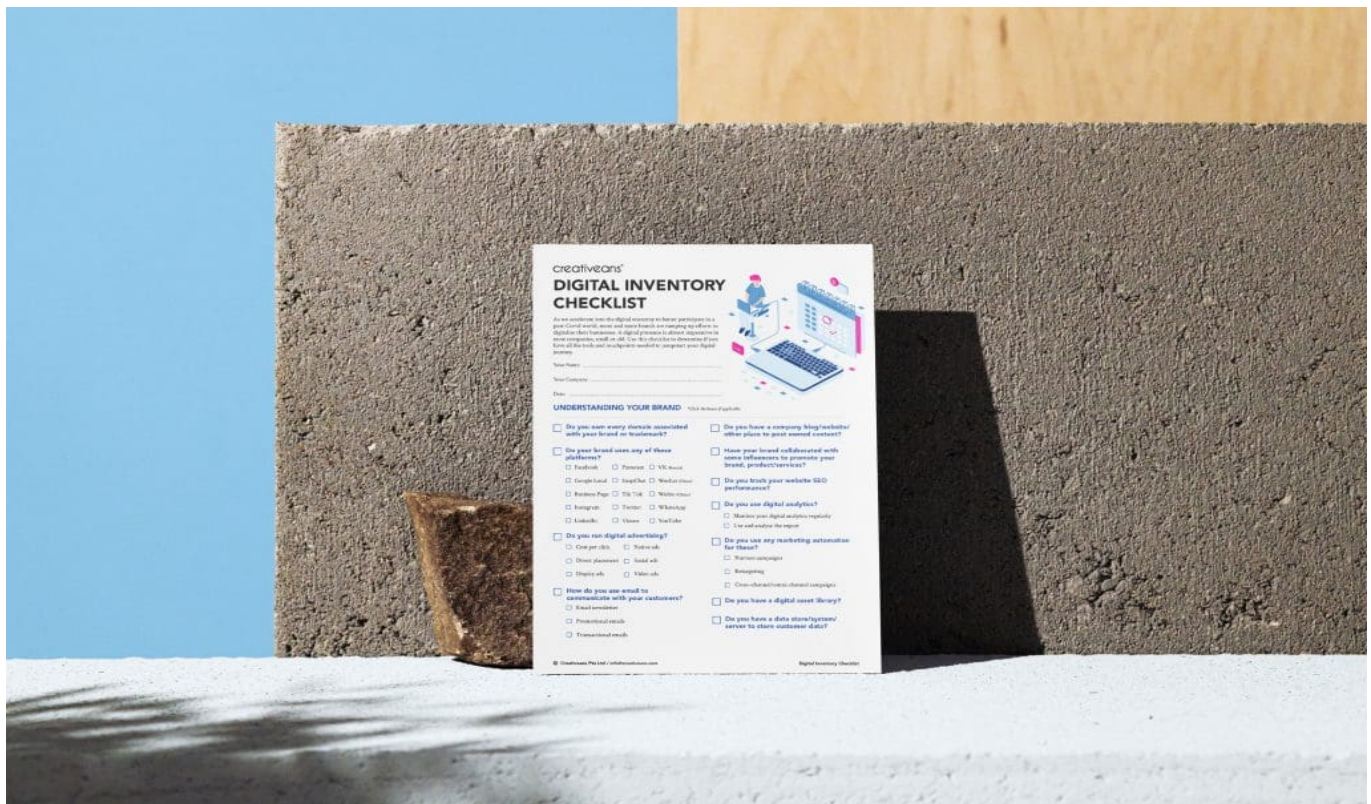
Description

Do you know how well your online assets are connecting with your customers? 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.

A digital inventory is a comprehensive list of all the online assets and resources a company has to connect with its customers and promote its products or services. It includes the company's website, social media accounts, email marketing lists, and other online platforms or tools used to reach and engage with customers.

Conducting a digital inventory is essential in developing a strong and effective online presence, especially in the current digital economy, where businesses must have a strong online presence to stay competitive. By creating a digital inventory, a company can assess the strengths and weaknesses of its online assets and identify areas for improvement or growth. It can also help a company identify gaps in its online presence and ensure that it has all the tools and touchpoints needed to reach and engage with its customers effectively.

Use this free digital inventory checklist to determine if you have all the tools and touchpoints needed to jumpstart your digital journey.



How to Use?

Step 1: To prepare, download and print our checklist.

Step 2: As a team, evaluate your current touchpoints/efforts, and note them down.

Step 3: Share key learnings with the rest of the team.

Step 4: Brainstorm ideas for improving your current touchpoints/efforts.

Step 5: Work on improving your current touchpoints/efforts, or engage a trusted partner to help you.