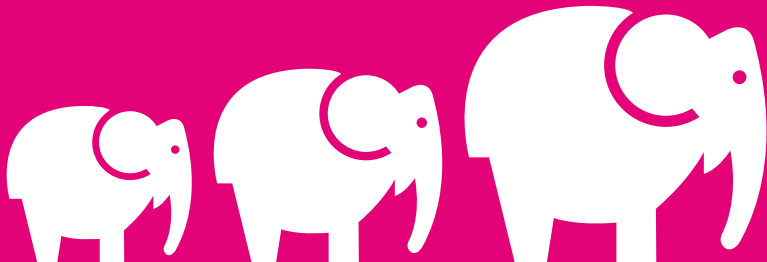


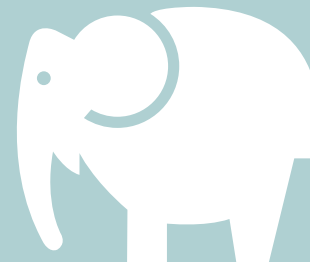
# About our Digital Marketing Audit



You want to understand how your **social media and digital marketing** is performing – that means everything from **Twitter** to your **website** and **email** marketing. You want to understand the things that are working well... and not so well. Areas for improvement in terms of optimisation, messaging, structure and engagement. **Disconnects with your strategic plan...** as well as performance in terms of target audiences and objectives. You want to understand areas of risk in terms of processes, the law and governance, as well as skills gaps within your delivery team. But most importantly you want a clear, structured list of things to work through, at the end, which will give you a roadmap for improvement. Don't you?

**Yes?** Then you've come to the right agency.

Elephant Creative was  
founded in 2008 to do  
things differently.



Our Digital Marketing Audit falls into two categories: **internal audit** and **external audit**.

These can be done as standalone studies or together.

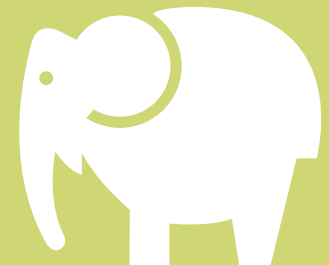
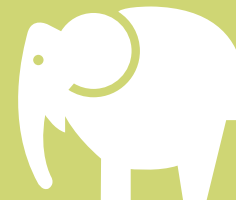
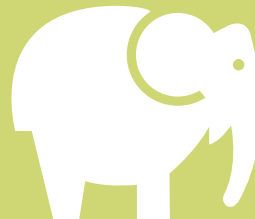
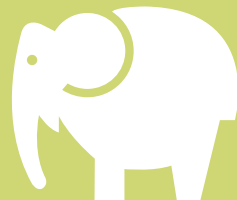
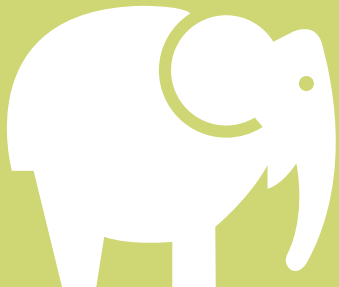
what you'll get in your report

observations & associated recommendations

executive summary

RAG risk report

appx: full research findings



**Clarity of purpose (Governance):** Is your digital marketing clearly integrated within the college's wider strategic plan? How is it communicated to Governors and reflected within policies?

**Team communication and coordination:** How is the team structured and responsibilities balanced? How are skills evaluated and developed? How are training requirements identified and responded to?

**Data:** Reviewing the accuracy, reliability and validity of data held. How is this used (ie. application to analysis, trends, monitoring of performance, reporting etc) and reviewed/tested? How well does the marketing activity respond to this data?

**Legal:** Compliance with legal requirements (eg. DPA).

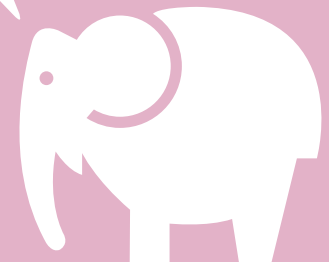
**Agents:** How do you work with third-parties to ensure value for money and productivity? How do you select them, form contracts and review performance?

**Processes:** What formal processes do you have in place for running digital marketing? What records are kept? What internal policies, safeguards and measurements for key activities (and day-to-day tactics)? What contingencies are in place?

**Technology:** What technology do you use to support this? How fit for purpose is it? How does it contribute to strategic objectives? How is this monitored for risk? What security measures are in place?

**Website:** How is your website set up and structured? How is it managed? How does it contribute you strategic objectives? Do you have a strategic plan for development?

Internal  
audit  
options...



**Email marketing:** How do you manage your email marketing? How do you plan campaigns? How do your current campaigns perform in terms of click/open rates? How do you measure activities and plan improvements? How do you regulate this activity and monitor risk?

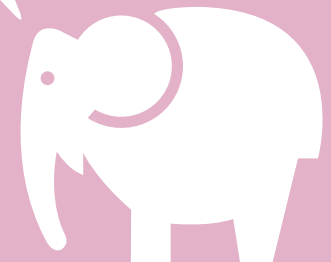
**Social media:** How do you manage your social media activity? How do you plan campaigns and activity? How do your current campaigns perform in terms of click/RT/engagement rates? How do you measure activities and plan improvements? How do you regulate this activity and monitor risk?

**Content:** How do you plan content for your digital activity? How do you collect source information and verify its accuracy? How do you produce content? What processes do you have for regulating and monitoring this? How do you assess effective use of content? How is content planning and production integrated within other activity and planning? What role does content play in achieving strategic goals?

**Campaigns:** How do you apply the above criteria to individual campaigns?

- SEO:**
- a. Detailed analysis of current keyword targeting - are you targeting the right keywords for your audience with considerations of competition?
  - b. Analysis of on page SEO factors - are you using the keywords in the right places?
  - c. Analysis of inbound links with competitor analysis - where are others gaining links?
  - d. Audit of web stats, from Google Analytics account.
  - e. Comprehensive recommendations for improvement.

Internal  
audit  
options...



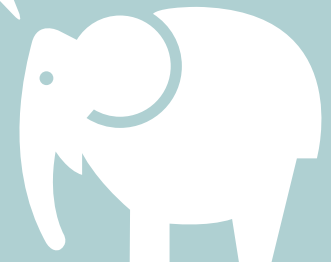
**Competitor analysis:** Identifying your key competitors and assessing their digital marketing performance against yours, within the context of your strategic objectives (ie. how do they demonstrate the things you deem important and how do they use digital marketing to support this).

**Stakeholder research:** Using tools to assess how stakeholders view your college through your digital marketing and their likelihood to engage with you, through this medium.

**Macroenvironmental analysis:** A report on the key external and uncontrollable factors that influence your digital marketing activity: economic factors, demographics, legal, political and social conditions as well as technological and sector changes.

**Benchmarking and comparative study:** How does your digital marketing activity respond to and perform against the above three areas? Does our offering and communication respond to the marketplace?

External  
audit  
options...



- 1 We speak Plain English. Enough said.
- 2 We are experts, not only in different sectors, but different disciplines. Need an expert in PR for Further Education? We have one. Need an expert in HE new business development? We have one. We don't believe in 'all-rounders'.
- 3 We won't waste your time with fancy diagrams and long-winded data reports. You ask us the question – we'll give you the answer.
- 4 We can become part of your team. We integrate and communicate. We want to understand you and your business and work closely with you to achieve the goals you set out.

- 5 We tailor our approach to your organisation. We don't have a template of documents to fit all colleges. We start from scratch with every client, understanding you and your organisation.
- 6 We believe in fees going on expertise – not fancy offices. Our rates reflect our expert associates, not some beautiful glass high-rise office block and posh coffee.
- 7 We are honest. If we think something is a bad idea or is going in the wrong direction, we'll tell you.
- 8 We believe in starting at the beginning, not half-way through. Any marketing or business development idea needs a strategy and a plan. That doesn't mean air-fairy words and theory – it means researching and planning the best tactical approach to any problem or project and then setting out how to deliver it.
- 9 We want you to succeed and grow. We all have a passion for our areas of expertise and the clients and projects we work on.
- 10 Our founder, Helen Hammond, is involved at every level, with every client. So you can rest assured that you'll always get the same level of plain speaking, common-sense advice that made Elephant Creative special when it was first founded.

