



ACUTEMINDS

STRATEGIC DIGITAL BUSINESS PARTNER

DIGITAL BUSINESS CHECKUP





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How well are you leveraging digital to drive business growth?

Digital and technology can be game changers for businesses...if they're used well. The goal of the **ACUTEMINDS Digital Business Checkup** is to give you a high level overview of how well your business is leveraging the internet and digital media for growth.

Rate each dimension on a scale of 0-10 with 10 being "we're killing it!" and 0 being "I don't know what the hell this is!" When you're done, total up your score and just like back in school, assess your business. Did you pass or fail?

Dimension #1: Website Effectiveness _____

- Does the website "tell your story?"
- Is the website engaging for visitors?
- Does the website have a modern and user-friendly design?
- Is the website optimized for mobile devices?
- Is the website's "Most Wanted Response" clear?
- Is the website content relevant, informative, and engaging?



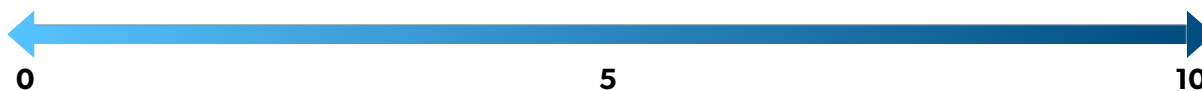
Dimension #2: Search Engine Optimization (SEO) and Content Marketing _____

- Is the website optimized for search engines?
- Are you actively monitoring your keywords and search engine ranking?
- Are relevant keywords integrated into the website content?
- Does the website have proper meta tags and descriptions?
- Is the website regularly updated with fresh and quality content?
- Is your Google Profile optimized and gathering views?



Dimension #3: Social Media Presence _____

- Is the business actively present on the relevant social media platforms?
- Is the social media content engaging and relevant to the target audience?
- Are there consistent posting schedules and interactions with followers?
- Are social media analytics monitored and used to refine strategies?
- Is there a social media advertising strategy in place?





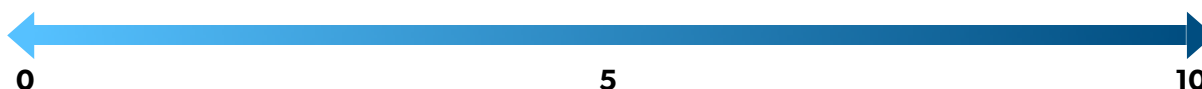
Dimension #4: Online Advertising and Marketing _____

- Have you identified the target audience, and is your marketing targeting that audience?
- Does the business use online advertising platforms effectively?
(e.g., Google Ads, social media ads, email marketing, YouTube/video)
- Are advertising campaigns properly targeted to reach the intended audience?
- Are advertising budgets sufficient and allocated efficiently?
- Are you tracking and measuring the return on investment (ROI) of advertising efforts?



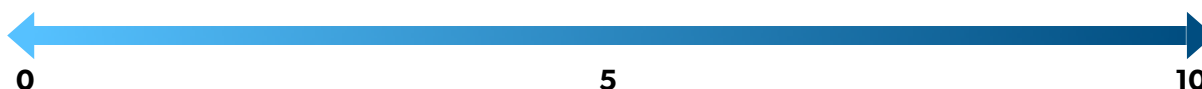
Dimension #5: Brand _____

- Is digital being harnessed effectively to reach and engage your target audience?
- Does the business have a strong and cohesive brand identity across digital channels?
- Is the brand messaging consistent and aligned with the target audience?
- Are brand guidelines followed consistently in all digital communications?
- Does the business effectively differentiate itself from competitors in the digital space?
- Are you actively measuring and evaluating customer satisfaction?



Dimension #6: Media and Content _____

- Is your business effectively leveraging the right blend of media and content?
- Do you have an online content strategy to tell your story and reach customers?
- Are you leveraging video effectively across your website and the various platforms?
- How well are audio content channels being leveraged? (Podcasting, streaming, etc.)
- How well is written content being leveraged to build your brand? (PR, articles, blog, etc.)



Dimension #7: Data Analytics and Insights _____

- Are you monitoring your website's activity daily? Weekly? Monthly? At all?
- Are key metrics and KPIs tracked and monitored regularly?
- Are you using analytics to improve the results continuously?
- Is the business leveraging data analytics tools effectively?
- Do you use data to guide your advertising, website, and business decisions?





Dimension #8: Mobile Optimization _____

- Is the business' digital presence optimized for mobile devices?
- Does the business have a mobile app, if applicable?
- Are there mobile-specific marketing campaigns or strategies?
- Is the user experience consistent across different devices?
- Is mobile performance regularly monitored and improved?



Dimension #9: Monetization _____

- How much of your revenue is being driven by digital and the internet?
10%? 25%? 50%? More? Do you know?
- Is the business leveraging e-commerce and the various shopping platforms?
- Is there a system for lead generation? How well is it working? Is it scalable?
- Are you taking advantage of the low-cost distribution of digital products?
- Do you have revenue goals for digital's contribution to your business?



Dimension #10: Digital Strategy, Innovation, and Adaptability _____

- Does the business have a plan to leverage, invest in, and monetize the digital space to support business growth?
- Is there a leader and team in place to spearhead digital in the company? Or is there a capable vendor?
- Is there a culture of innovation and adaptability within the organization?
- Is the business responsive to changing customer demands and market conditions?
- Are investments made in digital tools and resources to drive innovation?





ASSESSMENT SCORE

TOTAL SCORE _____	91-100	Awesome! You're a digital rock star.
	81-90	Congrats! Keep investing.
	71-80	Under-leveraging the power of digital.
	61-70	It's time for an overhaul...
	60 OR BELOW	Uhm. You need help...badly...very badly.

If you scored 91 or higher, you're on the right track.

If you scored 81-90, it's time for a **strategy audit** to uncover missed opportunities.

If you scored 80 or lower, it's time to get serious about leveraging digital to drive your business growth and revenue. You are missing out on double and possibly triple digit growth in your business.



READY TO TAKE YOUR BUSINESS TO THE NEXT LEVEL?

Start maximizing the power of digital to impact your business.
Book a complimentary strategy call.

Contact Us at sales@tonybradshaw.com or visit acuteminds.co.



BUSINESS STRATEGY

Strategic planning for business including revenue, products, branding, systems, and technology.



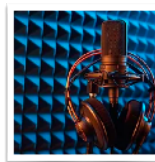
WEBSITES

Mobile and desktop web design connecting the brand, content, media, and storytelling.



BUSINESS ANALYTICS

Web and business analytics tied to KPIs (key performance indicators) for visibility into business performance.



MEDIA | PODCASTING | VIDEO

Media strategy, production, and management of podcast and video media channels.



ONLINE MARKETING

Marketing channel strategy tailored to the specific business needs.
Brand. Search. Social. Audio. Video.



ONLINE MONETIZATION

Monetization of the online space via referrals, lead generation, online courses, and online platform management.



ACUTE MINDS DIGITAL

"We're living in the digital age. I've been helping companies and business leaders understand and use digital to drive business growth for 25 years. Even now, I'm still amazed by how many companies are still under-leveraging digital media and the internet to grow their businesses, reach more people, and make more money.

It's made me realize something. You can't have a digital business without a digital CEO or someone to lead your digital strategy. And you can't fully take advantage of the internet and the power of digital until you add that expertise to your team and company. We bring the expertise."

*Tony Bradshaw
President | ACUTEMINDS*

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STRATEGY. BRAND. MARKETING. TECHNOLOGY. GROWTH.



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