

DIGITAL MARKETING CONTENT AUDIT

Search and discover the type of content your brand currently has and the digital channels used to distribute it. List channel, describe any significant content, and content type. Then list which stage the content is viewed in a buyer's journey (could be multiple stages). In the last two columns determine fit and recommendations. Does it fit brand message, audience interest, and platform? Lastly, determine gaps in strategic fit and recommend what can stay the same, what needs to change, what needs to be removed, and what needs to be added to meet the strategic objective. For more on using this template visit bit.ly/DigitalMarketingContentAuditTemplate

Channel	Description	Content Type	Journey Stage	Strategic Fit	Recommend
Website, TikTok, Email, Blog, etc.	Describe content, verbal message, visual message, CTA, and provide URL.	Entertain, Inspire, Educate, Convince.	Aware, Consider, Purchase, Loyal, Advocate.	Brand, Audience, Platform.	Same, Change, Add, Remove.