

## So get ready for growth. 36x questions to help you assess your growth status.

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1. Does your website traffic increase month on month?
2. Is your company using social media to build brand awareness, engagement & visitor traffic?
3. Do you have a company Twitter account?
4. Do you have a company LinkedIn page?
5. Do you have a company Facebook page, Pinterest, Snapchat, Instagram, etc.?
6. Do you monitor social media mentions of your brand, keywords or competitors?
7. Do you have a blog?
8. How often do you post blog articles?
9. What is the percentage split of articles written about you as a company OR topics you feel your readers are interested in?
10. Do you have a profile of your ideal customer?
11. Have you created a Buyer Persona – to know what, how and why they buy?
12. Do you use your Buyer Persona to target and create marketing messages?
13. Do you have an SEO (Search Engine Optimisation) Strategy?
14. How often do you perform keyword research?
15. How often do you analyse your websites pages performance?
16. Do you track your inbound links and contacts?
17. Do you actively build inbound links to specific pages?
18. How many leads do you generate via your website?
19. What percentage of your website visitors convert into a lead?
20. Do you have e-books, white papers, etc. on your website for visitors to download if they are interested?
21. How often do you build and launch new calls-to-action to drive traffic to selected pages?
22. Do you generate leads directly from social media traffic?
23. Do you generate leads directly from your blog traffic/readers?
24. Do you generate leads directly from pay per click traffic?
25. Do you convert visitors from your website into leads?
26. What percentage of your website leads convert into customers?
27. How often do you send email marketing messages?
28. Do you segment your email marketing lists and send different messages through a marketing automation platform?
29. Do you use lead nurturing tactics?
30. How many different lead nurturing campaigns have you have setup?
31. Does your web analytics notify your sales team when a lead is visiting the website?
32. Does your website analytics track which pages your individual leads view?
33. Does your website analytics track the traffic source for each lead you get?

34. Have you defined the profile/demographics/characteristics of an ideal lead?
35. Does your team connect with your leads via their social media profiles?
36. Do you track your social media follower counts/reach?

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