

Marketing Audit Questionnaire

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Lets Go

Introduction

In this questionnaire, we'll cover your current domains, current processes, mission and values, competitors, client demographics, and future marketing goals. Fill out to the best of your ability and we will schedule a time to review the answers together.

PLEASE LIST ALL ACTIVE WEBSITES/DOMAINS.

WHAT PLATFORM IS IT BUILT WITH? (I.E. WORDPRESS, SQUARESPACE, ETC).

DO YOU HAVE A PHYSICAL OFFICE SPACE? IF SO, WHAT IS THE ADDRESS?

DO YOU USE A PRACTICE MANAGEMENT SYSTEM? IF SO, WHICH ONE?

DO YOU USE ANY CALL TRACKING CURRENTLY? IF SO, WHAT PLATFORM DO YOU USE?

DESCRIBE YOUR CURRENT INTAKE PROCESS FOR A NEW POTENTIAL CLIENT.

DOES THE FIRM HAVE A MISSION & VISION STATEMENT? IF SO, PLEASE PROVIDE.

DOES THE FIRM HAVE CORE VALUES? IF SO, WHAT ARE THEY?

WHO ARE YOUR PRIMARY COMPETITORS?

WHAT DIFFERENTIATES YOU FROM YOUR COMPETITORS?

WHAT DO YOUR COMPETITORS DO BETTER THAN YOU?

HAVE YOU INVESTED (TIME OR MONEY) IN MARKETING IN THE PAST? IF SO, WHAT HAVE YOU DONE?

WHAT TYPES OF CASES DO YOU WANT TO ATTRACT?

HOW WOULD YOU DESCRIBE YOUR IDEAL CLIENT?

ARE YOU CURRENTLY HANDLING ANY TYPES OF CASES THAT YOU'D LIKE TO STOP TAKING?

DO YOU HAVE ANY BUSINESS PERFORMANCE METRICS THAT YOU TRACK?

WHAT IS YOUR AVERAGE FEE FOR A MATTER?

HOW QUICKLY DO YOU NEED TO SEE RESULTS FROM MARKETING EFFORTS?

HOW MANY POTENTIAL CLIENT CONTACTS PER WEEK COULD YOU EFFECTIVELY HANDLE WITH YOUR CURRENT STAFF?

WHAT IS YOUR TARGET GEOGRAPHIC AREA?

**WHAT IS YOUR CURRENT COST PER CASE ACQUISITION IN DOLLARS
(EXCLUDE CASES GENERATED FROM WORD OF MOUTH).**

**HOW MUCH DO YOU EXPECT TO SPEND ON MARKETING IN THE NEXT 12
MONTHS?**

ARE YOU COMFORTABLE SPEAKING ON CAMERA?

**HOW OFTEN DO YOU SPEAK/PRESENT ON YOUR PRIMARY PRACTICE
AREA(S)?**

**DO YOU REGULARLY POST TO YOUR PERSONAL OR LAW FIRM'S SOCIAL
MEDIA ACCOUNTS?**

**DO YOU HAVE ANY OF THE FOLLOWING SETUP? IF SO, PLEASE GRANT
ACCESS TO WELOVELAWYERS@POSTALI.COM**

☐

**GOOGLE BUSINESS PROFILE (MANAGER
ACCESS)**

☐

GOOGLE ANALYTICS

☐

GOOGLE SEARCH CONSOLE

☐

GOOGLE ADS

Thanks!

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