Communication Audit Checklist

Did you update your marketing channels and collateral to reflect your organization's COVID protocol? If you haven't been keeping it up to date along with the changing tide of the pandemic, it's time to audit your materials.

Your Website

- O Do you have pop ups or announcement banners that need to be edited or turned off?
- O Are your contact details accurate?
- O Did your business hours change?
- O Is there anyone in the office, and if so, when?
- O Is your team/about page up to date?
- O Did you add or remove any products or services?
- O If you have pricing on your website, is it accurate?

Check Your Forms, Booking Links, Etc.

- O Your social media profiles
- O Did you add any COVID-specific language to your social bios?
- O Are contact and business hours accurate?
- O Are any links/link-in-bio links correct
- O Are your hashtags up to date?

Your Marketing Collateral/Materials

- O Are your handouts up to date?
- O If you have a lead generating PDF, is it still relevant? What about the sales email campaign?
- O Do you need to retire any COVID deals? Or pre-COVID deals?
- O Have you changed your prices?
- O Do you have AdWords or Adroll campaigns running that need to evolve or be retired?
- O Is your signage correct?

Other

- O _____

Audits like these are critical to ensuring your clients and patrons have accurate information and feel like it's easy to do business with you. We lose trust with businesses that communicate with inconsistent information, and will simply go with a competitor so we don't waste time with a business that may or may not be open or have what we need.

Use this checklist to start your own audit, or book a consultation and we'll handle it for you! Often it's far easier for an outsider to see inconsistencies, and then you can focus on what you're best at instead! **Request a free consultation today— call 817.405.9878 or email lauren@kwedarco.com.**

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