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What is a Digital Marketing Audit?

A Digital Marketing Audit (DMA) is a deep dive into a client's existing platforms to better understand what they have done to date. As a result of this research we produce a standalone document that provides an overview of our findings and identifies and prioritizes key areas for improvement. From this resulting recommendation we could produce a more formal SOW to propose ongoing work, or the client may take this knowledge and execute internally.

Unlike many of our other agency relationships, this is a more consultative project.

What are the benefits of a DMA?

1. It can usually be completed in a few weeks at a low cost
2. It ensures we know everything we can before committing to a larger scope of work
3. It lets us identify where we can be the best fit to help the client and provide the most return on their investment
4. It allows us to establish clear roles and responsibilities in working alongside clients in their own platforms

What clients are a good fit for a DMA?

Some clients come to us with *non-specific* marketing objectives and already have different platforms and marketing efforts in play. There is no great way for us to make strategic recommendations on how we can help without doing a deeper dive into their platforms and channels. Unfortunately these deep-dives can be very complex and time consuming. It's not cost effective to do this research and recommendations pro-bono.

A good DMA client would fit many of the following criteria:

- Is interested in a longer term or larger scale engagement
- Has some knowledge about digital marketing
- Has active or historical marketing efforts, but is unsure of how they could be improved or what is missing
- Have an internal team that can execute tactics
- Is looking to validate our approach before paying us to develop and execute a plan
- If we're uncertain the client will be a good long-term fit for the agency (The DMA can help test the waters)

When is a DMA a bad idea?

A DMA is ***not a good fit*** if the client fits many of the following criteria:

- Has a singular idea of what they want to execute/accomplish
- Very confident that their approach is the right one to take
- Simply lacks the resources/time/capabilities to execute the project themselves
- Their project/campaign has an expedited timeline
- Only wants to focus on one channel (ex: Social Media)
- Very knowledgeable about their platforms and what is currently active
- Wants to immediately move forward with a full-fledged integrated plan and execution

How is this different than a basic audit?

As part of any of our marketing efforts we constantly perform audits, however they are flexible depending on the situation. A more common audit provides our team with education which influences our plans, however the audit does not produce a direct deliverable.

A DMA looks at many of the same things as a common audit but with much more depth. When the audit is complete we formalize our findings into more of a structured document that covers multiple disciplines and includes findings and recommendations. It falls short of a long-term plan, but includes items that a client's in-house team could consider and implement that would provide near-term positive benefits.

How does this fit in with an Integrated Marketing Plan (IMP)?

If we know we are developing an IMP from the start, *we would strongly recommend avoiding conducting a DMA*. Since an IMP is a direct, targeted recommendation the DMA introduces an unnecessary step in the process. A "basic" audit is a much better approach for this type of project.

If a client is a good fit for a DMA, once the audit is completed the recommendations may drive us to move forward with an IMP. The information uncovered through the DMA will provide some helpful building blocks in formalizing our integrated plan.

How To Start A DMA

1. Discuss this option with the Digital Strategy team
2. Work with this client or prospect to identify what they are currently doing in the digital marketing space
3. Determine whether they are a good fit for the audit (Are we setting ourselves up for success?)
4. Provide them with a proposal for the DMA

DMA Process

1. We receive a list of the digital platforms and services the client currently has in use
2. Based on the volume of accounts, we determine a realistic amount of time it will take us to conduct an audit (Usually between 30-40 hours) and provide a proposal
3. Once the client signs the proposal, we ask them for access to all of their accounts so we can do the deep dive
4. We take an initial look behind the scenes of their accounts and services to ensure we can deliver within our estimated budget
5. We may need a follow-up call with the client to ask questions to better understand details their account and their historical campaign s
6. The extended digital team (Social, Media, Digital Strategy) reviews their respective aspects of the client's marketing efforts
7. We bring our key takeaways and strategic recommendations together into a unified presentation deck
8. We present this deck to the client and discuss next steps regarding a possible proposal to execute against our recommendations