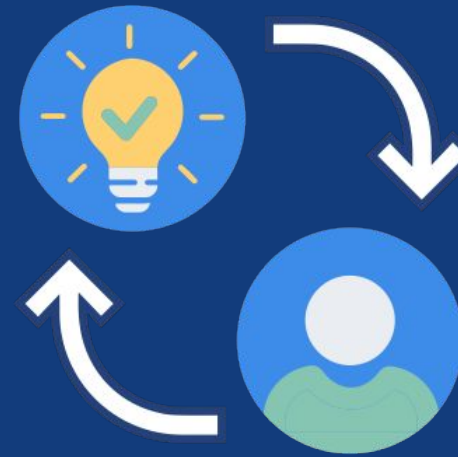


7 tips for conducting an effective marketing strategy health check



Your customers' needs, wants, and behaviors are always changing — and so should your marketing strategy.

Follow these seven tips for conducting effective marketing strategy health checks and generate an ongoing stream of new business for your agency and your clients.

1

Track key KPIs

These include organic traffic, click-through rate, brand awareness metrics, landing page performance, bounce rate, page speed, and keyword rankings. Understand which metrics move the needle for your business and focus on strategies that boost these KPIs.

2

Use metrics to determine when to pivot

Don't simply pivot if you're bored of a particular campaign — and likewise, don't stick with a strategy if it's no longer generating results. Once key metrics taper off or stop entirely, it's time to pivot.

3

Focus on attribution to link spend with ROI

Pageviews alone count for little. Attribute leads to the marketing effort that drove them to you/your clients' businesses. Effective attribution ensures that marketing dollars turn into tangible results.

4

Pay close attention to your website design

Optimize all tags (including title tags), dig into Google's PageSpeed insights tool, and most importantly, fine-tune your user experience. Provide useful content that answers visitors' search intent and make it easy for prospects to get in touch with your business.

5

Don't be afraid to hire a pro...

Sometimes, it's best to ask the experts for help. If there are certain areas of your marketing strategy that aren't generating results, and you're unsure of how to change it, you should consider hiring an external pro.

6

...but be selective about your partners

Only work with third parties that take the time and effort to dig into what your individual business requires. Avoid 'experts' that use the same strategies and campaigns for all their clients.

7

Communicate regularly

Continually analyze how well your strategy is performing and maintain an ongoing dialogue with the rest of your team, your agency, or your clients. If a strategy is no longer working or if you think the business should double down on a specific tactic, let stakeholders know as soon as possible. Don't wait until your regularly scheduled health checks to share your insight — communicate early and often.

Be the partner your clients need

CallRail's Agency Partner Program is the best way to add value to your clients' businesses while adding new revenue streams to yours. [Learn more and apply to become a partner.](#)

