NuSpark
Media Group

LEAD GENERATION/ MARKETING GROWTH AUDIT

12-step approach

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Keyword/SEO Assessment

Element	Rationale	Findings (Example)	Recommendations (Example)
Long-Tail Keyword Opportunities	Finds niche, less competitive keywords that convert better.	Only high-volume, high-competition terms are targeted.	Identify lower-competition, high-intent keywords and integrate them into content and ad targeting.
Keyword Opportunity Score	Prioritizes keyword selection based on search volume, competition, and conversion potential.	High-volume keywords are receiving low engagement or conversion rates.	Reallocate focus to high-intent keywords with better conversion potential.
On-Page SEO Optimization	Ensures proper keyword usage and meta tag alignment.	Meta descriptions are missing keywords, impacting CTR	Revise meta descriptions and title tags to include relevant keywords and improve click-through rates.
Content Structure Analysis	Helps identify keyword placement in high-impact areas	Main keywords are missing from headings and image alt text.	Restructure content to include primary keywords in H1s, H2s, and alt text.
Competitor Keyword Rankings	Identifies where competitors rank and gaps in our strategy.	Competitors rank higher for primary industry terms.	Analyze competitor keyword usage and optimize existing content to better align with search demand.

Paid Search Assessment

Element	Rationale	Findings (Example)	Recommendations (Example)
Campaign Budget Allocation	Ensures cost-effective distribution of ad spend.	Over 30% of the budget is spent on low-converting keywords.	Shift budget to high-performing keywords, pause underperformers.
Keyword Optimization	Identifies high-intent keywords while reducing wasted spend.	Broad match terms are bringing irrelevant traffic.	Adjust match types, add negative keywords to refine targeting.
Quality Score & Ad Rank	Higher Quality Scores reduce CPC and improve ad placements.	Low ad relevance and expected CTR affecting Quality Score.	Improve ad copy relevance and ensure landing page alignment.
Google Tag and Conversion Goal Setup	Ensures accurate measurement of conversions and campaign performance.	Google Tag is missing or not firing correctly on key conversion pages.	Verify that Google Tag Manager is properly installed, and set up conversion tracking for form fills, purchases, and other key actions.

Facebook/Meta Assessment

Element	Rationale	Findings (Example)	Recommendations (Example)
Audience Targeting Tactics	Ensures ad delivery reaches the right audience segments for better engagement and cost efficiency.	Broad targeting leads to unqualified leads, increasing CPL.	Refine audience segmentation, implement exclusions, and use lookalike audiences to improve targeting precision.
Ad Creative Performance	High-quality creatives improve CTR and lower acquisition costs.	Ad CTR is below industry benchmarks, leading to wasted spend.	A/B test new creative variations and refine messaging.
Bidding and Objective Strategy	Ensures the correct optimization strategy for cost efficiency and lead generation.	Campaigns are set to maximize reach instead of conversions, leading to low-quality clicks.	Adjust bidding strategy (e.g., lowest-cost vs. target CPA) and ensure campaign objectives align with lead goals.
Pixel Tracking and Conversion Goal Setup	Ensures accurate measurement of conversions and campaign performance.	Pixel is not properly installed on all website pages, leading to incomplete conversion tracking.	Verify that the Meta Pixel is correctly placed on all key conversion pages and set up event tracking in Meta Ads Manager.

LinkedIn Ad Assessment

Element	Rationale	Findings (Example)	Recommendations (Example)
Audience Targeting	Ensures ads reach the right job roles and industries for better engagement.	Targeting is too broad, including unqualified job roles.	Narrow audience filters to focus on high-value job functions.
Ad Placement Strategy	Optimizes where LinkedIn ads appear to improve visibility and engagement.	Ads are appearing in less effective placements, leading to low CTR.	Adjust placement settings to prioritize Sponsored Content and test different ad formats.
Bidding Strategy	Ensures optimal CPC and budget efficiency.	CPC is too high, reducing overall campaign profitability.	Shift to a manual bid strategy and test cost-per-send options.
Conversion Tracking and Lead Form Optimization	Ensures accurate measurement of leads and improves form submission rates.	LinkedIn lead gen forms are not properly tracking conversions, causing data gaps.	Verify lead gen form tracking in LinkedIn Ads Manager and optimize form fields to reduce friction.

Additional Channel Assessment

Element	Rationale	Findings (Example)	Recommendations (Example)
Advertising Platform Selection	Ensures budget is allocated to the best-performing channels.	Majority of spend is on underperforming platforms.	Shift ad spend to higher-converting channels based on ROI analysis.
Targeting Strategy	Aligns ad delivery with ideal customer segments.	Targeting is too broad, leading to high CPL.	Refine targeting to focus on niche customer segments.
Cost Efficiency & ROI Analysis	Evaluates cost per lead (CPL) and return on ad spend (ROAS).	High CPL on some platforms reduces profitability.	Adjust bids, placements, and audience settings to improve ROAS.

Content Assessment

Element	Rationale	Findings (Example)	Recommendations (Example)
Case Study Effectiveness	Improves credibility and supports sales conversion.	Case studies lack clear ROI metrics.	Add data-driven results and client testimonials.
Blog & SEO Optimization	Ensures organic content aligns with search intent.	Blogs generate traffic but low engagement and leads.	Optimize CTAs in content and refine keyword targeting.
Whitepaper & Lead Magnet Appeal	Determines download and lead capture effectiveness.	Low download rates despite high ad spend.	Improve titles and descriptions to emphasize value.

Attribution Assessment

Element	Rationale	Findings (Example)	Recommendations (Example)
Multi-Touch Attribution	Provides better insight into lead conversion paths.	Last-click attribution is skewing campaign measurement.	Implement multi-touch attribution to track all touchpoints.
CRM & Marketing Integration	Ensures seamless tracking from marketing to sales.	Lead data is not properly syncing in the CRM.	Align CRM fields with marketing attribution settings.
Lookback Window Analysis	Determines how far back conversions are attributed to ad interactions.	Default lookback window is too short, missing long sales cycles.	Extend lookback window to 60-90 days for better tracking of B2B lead journeys.

GA4 Assessment

Element	Rationale	Findings (Example)	Recommendations (Example)
Event Tracking Accuracy	Ensures critical actions (form fills, downloads) are measured correctly.	Form submission events are not tracking conversions accurately.	Adjust event tracking settings in GA4 and set custom conversions.
Conversion Goals Alignment	Helps measure ROI effectively by tying conversions to business KPIs.	Some conversion actions are misclassified, leading to incorrect reporting.	Reconfigure conversion goals to align with business objectives.
Segment Analysis by Device	Identifies differences in conversion performance across devices (mobile, desktop, tablet).	Mobile users have higher bounce rates and lower form submission rates than desktop users.	Optimize mobile landing pages, simplify form fields, and test mobile-friendly CTAs

Lead Magnet Assessment

Element	Rationale	Findings (Example)	Recommendations (Example)
Lead Magnet Title Appeal	Determines download and engagement rates.	Whitepaper titles lack urgency and clear value.	Rewrite titles to highlight specific solutions and outcomes.
Content Relevance	Ensures lead magnets align with buyer pain points.	Current guides are too generic and not addressing pain points directly.	Update content to include industry-specific insights and actionable steps.
Promotion Assessment	Evaluates how lead magnets are distributed and promoted.	Most lead magnet downloads are coming from paid ads, with low organic traffic.	Expand promotion to email campaigns, LinkedIn posts, and SEO-optimized landing pages.

Nurture Assessment

Element	Rationale	Findings (Example)	Recommendations (Example)
Email Sequence Flow	Ensures logical progression through the buyer journey.	Emails jump from awareness to sales pitch too quickly.	Adjust email flow to include more nurturing content before pitching.
Drip Campaign Effectiveness	Determines if automated emails successfully re-engage leads.	High drop-off rate after the first email in the sequence.	Test different timing gaps and email content.
Performance Metrics	Identifies areas for improvement in email engagement.	Low reply rates on later-stage emails.	Revise CTA placement and refine messaging for better responses.

Cold Outreach Assessment

Element	Rationale	Findings (Example)	Recommendations (Example)
Email Open Rates	Measures email effectiveness and engagement.	Open rates below 15%, indicating weak subject lines.	Optimize subject lines for curiosity and relevance.
Follow-Up Cadence	Balances engagement without overwhelming prospects.	Follow-ups are too frequent, causing unsubscribes.	Space out follow-ups and add value-driven messaging.
Personalization & Targeting	Increases response rates by making outreach more relevant.	Emails are too generic and not personalized.	Use first names, company details, and industry pain points for better engagement.

Website/ Conversion Assessment

Element	Rationale	Findings (Example)	Recommendations (Example)
CTA Placement & Visibility	Maximizes lead capture by optimizing CTA location.	CTA buttons are buried below the fold, reducing clicks.	Move CTAs above the fold and use contrasting colors.
Feature/Benefit/Outcome Message Format	Enhances clarity by focusing on customer value rather than product details.	Website messaging is feature-heavy and does not emphasize clear benefits or outcomes.	Reformat content to highlight how features solve problems and the tangible results customers can expect.
Credibility & Trust Signals (Testimonials, Leadership Team Page, Reviews)	Builds trust and reduces friction for potential leads.	No visible customer testimonials or leadership team credibility signals.	Add a dedicated testimonials section, showcase leadership bios, and integrate Google/business reviews.

Overall Marketing Assessment

Element	Rationale	Findings (Example)	Recommendations (Example)
Budget Allocation	Ensures efficient distribution of marketing spend.	Too much budget is allocated to underperforming paid channels.	Shift budget to high-ROI channels and cut ineffective campaigns.
Marketing Funnel Optimization	Reduces drop-offs and improves conversion rates.	Leads are generated, but few convert into sales calls.	Improve nurturing efforts and retarget high-intent users.
Lead Gen Tech Stack Assessment	Ensures marketing tools and automation platforms are optimized for efficiency.	CRM and automation tools are not integrated properly, leading to inefficiencies.	Audit tech stack, integrate tools properly, and remove redundant platforms.
Lead-to-Close Conversion Rate by Segment	Identifies which lead sources and segments drive the highest close rates.	Leads from paid search convert at a lower rate than organic and referral leads.	Shift budget towards high-converting segments and refine messaging for weaker segments.

Tracking, Scalability & Execution Improvements

Key Priorities	Optimization Actions	Expected Outcomes	Additional Considerations
Improve Tracking & Measurement	Implement accurate attribution models, refine GA4 event tracking, connect CRM data.	Clearer insights into lead sources, better budget allocation decisions.	Regularly audit tracking setups to avoid data discrepancies.
Scale Growth & Long-Term Sustainability	Automate key processes, repurpose content, improve nurturing sequences.	More scalable lead generation efforts, lower manual effort, steady pipeline growth.	Continuously adapt strategies to market trends and competitive shifts.
Example Row (Filled)	Optimize paid search bidding strategy, add negative keywords, improve ad copy.	Reduced wasted ad spend, improved ad relevance, increased conversions.	Track cost-per-click (CPC) and quality scores weekly for ongoing adjustments.
Blank Row for User Input			

Strategic Optimization & Improvements

Key Priorities	Optimization Actions	Expected Outcomes	Additional Considerations
Reduce Waste & Improve Efficiency	Identify underperforming campaigns, cut unnecessary ad spend, refine targeting strategies.	Lower cost per lead (CPL), improved budget efficiency, higher ROI.	Continuously monitor performance metrics and make data-driven adjustments.
Enhance Lead Quality & Conversion Rates	Optimize audience segmentation, refine messaging, improve landing pages and lead magnets.	Higher engagement rates, more qualified leads, increased sales conversions.	Ensure alignment with sales team to track lead quality and sales readiness.
Increase Campaign Performance & ROAS	A/B test creatives, improve bidding strategies, adjust marketing funnel stages.	Stronger ad engagement, lower cost per acquisition (CPA), increased ROAS.	Leverage analytics tools to track conversions and optimize in real time.
Optimize Multi-Channel Strategy	Adjust budget allocation based on highest-performing channels, integrate touchpoints.	Increased synergy between paid, organic, and outbound efforts, better lead flow.	Ensure consistent messaging across all channels for brand alignment.

Strategic Optimization & Improvements

Key Priorities	Optimization Actions	Expected Outcomes	Additional Considerations
Maximize Marketing ROI	Align budget with highest-performing channels & conversion drivers.	Increased profitability, improved lead-to-revenue ratio.	CFOs will want visibility into cost per acquisition (CPA) and return on ad spend (ROAS).
Customer Acquisition Cost (CAC) Control	Reduce wasted spend by optimizing bidding strategies & targeting.	Lower CAC, increased lifetime value (LTV) per customer.	CFOs & CMOs need cost-efficiency benchmarks vs. industry.
Brand Positioning & Market Leadership	Leverage high-performing content & advertising to dominate SERPs.	Greater brand authority, organic traffic growth, higher share of voice.	CEOs focus on competitive differentiation and brand equity.
Revenue Attribution & Predictability	Implement multi-touch attribution to understand full customer journey.	Improved forecasting for marketing-driven revenue.	CFOs & CMOs need clear attribution of marketing impact on revenue.

Strategic Optimization & Improvements

Key Priorities	Optimization Actions	Expected Outcomes	Additional Considerations
Improve Lead-to-Revenue Conversion	Optimize nurture campaigns & retargeting strategies.	Higher revenue from existing leads, shorter sales cycles.	CEOs & CMOs need to see impact on pipeline acceleration.
Marketing & Sales Alignment	Ensure CRM & marketing automation sync for accurate reporting.	Reduced lead leakage, better pipeline forecasting.	CMOs & CFOs need clarity on lead attribution & close rates.
Financial Forecasting & Budget Allocation	Use data-driven insights for marketing investment decisions.	Smarter reallocation of budget to high-ROI activities.	CFOs require cost justifications & spend efficiency metrics.
Scale Growth & Market Expansion	Identify new audience segments & untapped channels.	Increased market penetration & expansion opportunities.	CEOs prioritize long-term growth & market share strategies.