
Finding opportunities in your digital marketing strategy:

Your Digital Auditing Guide



Who is this digital auditing guide for?

Brand managers and marketing professionals who collaborate or lead digital marketing strategies for healthcare brands.

Why carry out a digital audit?

Digital marketing is a crucial component of any successful omnichannel strategy by ensuring seamless experiences for HCPs and patients across online platforms. It enhances brand visibility, engagement, and nurtures relationships. This guide is designed to help assess your existing approaches, facilitate a shift in mindset, and support healthy digital marketing strategies now and into the future.

Average time to complete: 15 minutes

How to use our digital auditing guide

Step 1: Share this guide internally, with those involved in creating your digital marketing strategy, such as digital engagement managers, omnichannel experience managers and social media managers. Ask that they complete it autonomously.

Step 2: Once you have all the responses you will be able to identify reoccurring themes and possible gaps.

Step 3: Transform your findings into actions. Not sure where to start? IGNIFI can help guide you on next steps.

Audit scoring

Think about how your brand(s) performs in relation to four key digital areas; digital infrastructure, websites and search engine optimisation (SEO), social media advertising, and lastly email marketing.

Using our 'unicorn example' in each area, i.e., what an organisation would likely be doing to get full marks, rate your own brand(s) on a scale of 0 to 3, as shown below, then total your scores together for each section. Remember, it is called the unicorn example as no company is doing everything it could be and there is always room to adapt and improve.

0 = This aspect is unexplored

1 = We are implementing only the essential elements of this aspect

2 = We are exploring this aspect in more depth

3 = We are established and confident with this

Section 1: Digital Infrastructure

UNICORN EXAMPLE: Mary is Head of Digital Engagement, her campaigns consist of both transition digital channels and **emerging technologies**. Each quarter she reflects on her current campaigns using a fully optimised central **analytics dashboard**. All of Mary's campaigns are centred around a single **digital 'Hub'** or web space so that her data can be consolidated and tracked easily. Mary uses multiple channels and has **automated touchpoints** that are built into persona-specific journeys. Mary plans every campaign with omnichannel in mind, meaning that all her messaging continues to build on the brand she is championing.

Rate these statements in relation to your brand from 0 to 3 (see above)

1. I currently gather analytics for every channel and every campaign I run.
2. All my data can be accessed easily – I use dashboards and other reporting tools.
3. My digital marketing campaigns have a mix of traditional digital channels (email and social) and emerging technologies (interactive content and automated journeys).
4. I have audience personas built for each brand and each digital marketing channel.
5. I would describe my current strategy as omnichannel.

Section Total:



**Need help with your audit?
For those limited on time
or with larger stakeholder
teams, we can help
facilitate a digital audit
with workshops and
other support.
Please get in touch with
craig.lambert@ignifi.co.uk
to discuss your specific
requirements.**

Section 2: Websites & SEO

UNICORN EXAMPLE: Sally is a Digital Marketing Manager. She runs a collection of **fully responsive websites** and landing pages that are all built on the same platform. Sally regularly checks her site content and has developed strong well performing **call-to-actions**. She is proficient in SEO and has **high-performing keywords**. She performs annual competitor reviews to ensure her content is leading edge and so that her sites are found organically more frequently.

Rate these statements in relation to your brand from 0 to 3 (see above)

1. All our websites are responsive and mobile-friendly and have been optimised for accessibility.
2. Website content is up-to-date, relevant, and accurate and has a clear call-to-action.
3. Our website stands above competitors in terms of design, functionality and added value.
4. We have a keyword strategy with target keywords and our titles, descriptions and headers are optimised to reinforce our strategy.
5. All our website analytics are reviewed and acted upon regularly.

Section Total:





Section 3: Social Media & Advertising

UNICORN EXAMPLE: Paul is a Social Media Manager. He uses **detailed personas** for each audience demographic and has extensive data to show how each persona acts and responds on each social media channel. Paul uses **paid social advertising** to reinforce his organic campaigns and to bolster webinar attendance. He works closely with the Brand Manager and the Head of Marketing to ensure that social content is building and **supporting content** that can be found in digital sales aids, websites and campaign landing pages.

Rate these statements in relation to your brand from 0 to 3 (see above)

1. I have a set of goals and objectives for my social media plan that are in line with the overarching digital marketing strategy.
2. I have in-depth persona profiles for each social media channel.
3. I use my social media analytics and demographic information to adapt and optimise the content I share.
4. I use paid advertising as part of my digital strategy.
5. Ad campaigns are developed to enrich current messaging and to onboard people into the wider omnichannel journey.

Section Total:

Section 4: Email Marketing

UNICORN EXAMPLE: Marcel is a Global Brand Manager. His team use **Veeva*** to fully maximise their library of **segmented content**. Emails can be personalised based on the persona, location, stage in the brand journey and content delivery preferences. Marcel has many **journeys automatised with triggers** in place to help his team better enrich their messaging. Emails have a clear call-to-action and continue to fold people into the **omnichannel strategy**.

Rate these statements in relation to your brand from 0 to 3 (see above)

1. I segment my email marketing campaigns. Content is adapted per target audience segment and emails are personalised to them.

2. Email content is designed to introduce/build on existing website and social content, with a clear call-to-action and demonstrated added value.

3. We use automated email campaign journeys that allow us to send relevant information based on interactions or timings.

4. There are measures in place to perform regular A/B testing and ensure high deliverability rates.

5. Email campaigns play a key role in our omnichannel strategy.

Section Total:

Add together your section totals to get your overall digital audit total.

Digital Audit Total:

* The Veeva platform enables leading life sciences companies to bring sales materials to market in an efficient and compliant manner. Additionally, Veeva can be used to implement effective digital user journeys for multi and omnichannel marketing, whilst providing analytical insights to optimise marketing campaigns.



Scoring Matrix

This scoring matrix is designed for each individual who completes the audit. It is not a collective score.

Review the matrix below and see where your current strategy sits based on the score you gave above.

Section Total	Digital Infrastructure	Website & SEO	Social Media & Advertising	Email Marketing
<p>0–5</p> <p><i>Nice job, just getting started</i></p>	<p>The good news is there is lots that can be done to improve your score. Infrastructure is a complex topic and one that IGNIFI help organisations with every day. We would love to hear more about your current set-up and your desired goals so please drop us an email craig.lambert@ignifi.co.uk</p>	<p>Time is often the reason many organisations struggle with this digital area. Website maintenance and regular SEO reviews alone take great amounts of research and technical skill. Why not book in for a website and keyword review session with one of our experts?</p>	<p>Social media is not easy, although most of us use it in our day-to-day life – hitting the right balance for your brand(s) is a real challenge. Maybe you're thinking about introducing social media into your strategy or could be weighing up whether paid advertising might be a beneficial route. We are here to help.</p>	<p>Hundreds of emails hit our inboxes every day. Can you remember the last email you received that you really connected with? IGNIFI can guide you through all email marketing elements from strategy to segmentation all the way to design A/B testing.</p>
<p>6–9</p> <p><i>Making progress, don't stop now</i></p>	<p>Good infrastructure is the foundation of any truly omnichannel strategy. Your score suggests you've already begun your transition from multi-channel and are well on your way. In order to improve your score, your next focus needs to be perfecting your 'Hub' are mapping all your current data to ensure you are capturing, reporting and reflecting.</p>	<p>Your websites are performing well, your landing sites have clear call-to-actions and you know your keywords. You might be reaching a sticking point where you are struggling to see what other changes can be made. Our digital team can run a full website and SEO review to give you a set of actionable suggestions for improvements and ongoing refreshing of content to encourage revisits.</p>	<p>You have several social channels running effectively and you may have begun trialling paid ad campaigns. With this score we often find organisations are struggling with effectively using their campaign data. IGNIFI can help you identify where changes can be made to improve your current efforts, amplify your messaging and reach, and get more from your ad spend.</p>	<p>Email marketing clearly plays an active role in our digital marketing strategy. But how does it tie into the wider omnichannel journey? To improve your score, why not focus on mapping your persona journeys? Look closely at touch points and how your email marketing content builds (not repeats) on website and social media content to facilitate an ongoing conversation with your audience.</p>
<p>10–15</p> <p><i>Going strong, time to refine</i></p>	<p>Congratulations, your digital infrastructure appears to be strong. There's always room for improvement though so if you are looking for a helping hand to refine your current omnichannel experience journeys or if you are looking to roll out an omnichannel approach across more regions, IGNIFI can support you.</p>	<p>Websites and SEO are areas that are extremely volatile to change. Your score suggests that you are doing the right things right now. When the time arrives to refresh, IGNIFI can help you plan and develop new content and associated targeted traffic driving activity that will continue to build value to your audience and encourage revisits for ongoing engagement.</p>	<p>It's clear you have a strong focus on social media and advertising. IGNIFI were PM Society Digital Awards finalists 2023, so share your passion for cutting-edge campaigns. If you're interested in seeing more of our work to see if we would be a good fit for your next campaign, get in touch.</p>	<p>Veeva-proficient organisations are rare and often very successful in developing a high level of engagement with their audiences. Ensure your full team are on the same journey to continue executing your vision. IGNIFI offer a range of Veeva workshops suitable to support you with onboarding new users or as team refreshers.</p>

Next Steps

Congratulations on completing your Digital Audit. No matter your score, IGNIFI are ready to assist with your specific needs and to help build, improve or maintain your current digital marketing strategy. To find out more about our key areas of expertise and healthcare areas, visit www.ignifi.co.uk

Ready to take the next step? Contact us today:

Tel: +44 (0) 191 423 8000

Email: craig.lambert@ignifi.co.uk

Craig brings over 15 years' digital development, project management and graphic design experience and is responsible for managing our team of digital developers and designers, coordinating resources for the more complex integrated digital marketing campaigns. Craig's exceptional knowledge of a range of digital technologies and determination to succeed is increasingly relied upon as we support clients in moving towards more digital platforms, including Veeva, Drupal, Acoustic, ReactJS, Canvas and Adobe Campaigns.

