



Presented by Don Osborn

Church Marketing Tool Inventory

This checklist allows you to run a Marketing Tool Inventory to make sure you have the tools in place to do the job. This list is not absolutely complete, but it's darn close.

Church Marketing Tool Inventory

			Yes	No
Branding				
1	Does you have a professional logo?	Must have		
2	Do you have all variations of image files? (jpeg, vector, etc)	Must have		
3	All staff emails using your website domain	Good to have		
4	Professional photos for public facing staff	Must have		
5	Do you use branded promotion items? (hats, T-shirts, etc)	Good to have		
6	Do you have a written Unique Selling Proposition?	Must have		
Website				
7	¹ Website Speed at 90+	Good to have		
8	² Zero Broken Links	Good to have		
9	Do you know your domain provider?	Must have		
10	Do you have access to your domain & hosting account?	Must have		
11	Do you have admin access to your website?	Must have		
12	Does your site have an SSL certificate (https)?	Must have		
13	Is your site mobile-friendly (test on your phone)	Must have		
14	Do you have a logo favicon on your site?	Good to have		
15	Do you mention key activities and member benefits above the fold? ³	Must have		
16	Do you offer auto-play audio or video on your site? If so, turn it off.	Must have		
17	Is stock photo use at a minimum?	Good to have		
18	Is your use of dropdown boxes minimal?	Good to have		
19	Clickable logo top left?	Good to have		

¹ Use <https://gtmetrix.com/> to measure website speed.

² Use <https://www.brokenlinkcheck.com/> to check for broken links.

³ Above the fold means the content you see before scrolling. The “fold” is the button edge of the page you look at when the page first loads.

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			Yes	No
20	Clickable phone number near top?	Must have		
	Data			
21	Do you use a CRM? If yes, which one?	Good to have		
22	Do you have an accurate member list?	Good to have		
23	If so, does it include email addresses?	Good to have		
24	Do you have a clear dataflow system? If not sure, mark no	Good to have		
	Email Marketing			
25	Do you use email marketing? (newsletters, sales campaigns, etc)	Good to have		
26	Do you have an email opt-in on your website?	Good to have		
27	Do you have an email opt-in on your social media accounts?	Good to have		
	Local Search			
28	Have you claimed your Google business listing?	Must have		
29	Have you claimed your Bing business listing?	Good to have		
30	Do you track local search results?	Good to have		
31	Do you actively manage & promote any review sites?	Good to have		
32	Have you purchased citations? ⁴	Optional		
	Search Engine Optimization (SEO)			
33	Is your site ioptimized for search (SEO)	Must have		
34	Do you measure your search results?	Good to have		
	Social Media			
35	Do you have a Facebook Business page?	Good to have		

⁴ Citations are third party listings such as Yellow Pages, that increase your rankings on Google Business listings. More citations are preferable. I am able to provide citations in bulk. reach out of you are interested, they are an inexpensive way to boost your Google Business listing ranking.

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36	Do you have a dedicated social media manager?	Good to have		
37	Do you have a LinkedIn profile for key staff?	Good to have		
38	Do you have a LinkedIn business page?	Good to have		
39	Do you have a "Like" buttons on your website for socials?	Good to have		
40	Do you have a YouTube channel?	Good to have		
	Digital Advertising			
41	Do you use Google Adwords?	Good to have		
42	Do you use LinkedIn ads	Optional		
43	Do you use Facebook boosts	Optional		
44	Do you use Facebook ads	Good to have		
45	Do you track metrics on digital advertising?	Good to have		
46	If so, do you know the ROI for each ad campaign?	Good to have		
	Traditional			
47	Do you use radio?	Good to have		
48	Do you use print?	Optional		
49	Do you use TV?	Optional		
50	Do you use outdoors?	Optional		
51	Do you use direct mail?	Optional		
52	Do you know your annual cost for each ad format?	Good to have		
53	Do you buy using annual media contracts?	Good to have		
54	Do you track results of these ads?	Good to have		
55	If so, do you know the ROI for each ad campaign?	Good to have		
	Marketing Plan			
56	Do you have a Marketing Budget?			
57	Do you have a written Marketing Plan?	Good to have		
	Reporting & Management			

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			Yes	No
58	Do you use Google Analytics?	Good to have		
59	Do you use Google Search Console?	Good to have		
60	Do you have a marketing reporting system?	Good to have		
61	Do you use online appointment scheduling	Good to have		
62	Do you use a shared calendar like Google Calendar?	Good to have		
63	Do you use an online giving portal?	Good to have		
64	Do you use a cloud-based drive (Gmail, Dropbox, etc.)?	Good to have		