

Tactic #19

Digital Deep Dive.

A Data-Driven Digital Marketing and MarkTech Stack Audit Guide, for Kiwi Tech Companies looking to scale, profitably.

Every audit and assessment should start with a review of your wider and existing digital ecosystem. In this guide, we provide a structured approach to self-audit and assess your (or your teams') digital marketing strategies, technology stack, and integration optimisation.

This guide is designed as a comprehensive checklist of critical questions, enabling you to evaluate the effectiveness and efficiency of your digital marketing ecosystem through a data-centric lens.

Where to start

Most start with their website. Whilst the website is at the core of product marketing, and the front door to the business, it is the full online ecosystem that needs to be effective, integrative and scalable ready to welcome customers into your conversion funnels, wherever they are in the world.

To do that, you need to set strong digital foundations for scaling, and to get started you need to know what you're working with.

Here's how:



Step 01.

Digital Marketing Strategy Assessment

Starting with strategic business and marketing alignment is key. Why? Strategically aligning your digital marketing with business goals ensures that every campaign, piece of content, and digital interaction contributes directly to business outcomes. It helps in allocating resources more effectively, prioritising initiatives that offer the highest impact and value, and avoiding activities that don't serve the company's overall goals.

Aligning business and marketing objectives;

- Does your digital marketing strategy align, and clearly ladder up to, your overall business objectives?
 - Are you effectively architecting your full digital ecosystem to optimise experience, marketing and bolster advertising effectiveness?
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Audience Understanding and Engagement

Target Audience Analysis:

- Does your digital marketing strategy align, and clearly ladder up to, your overall business objectives?
- Are you effectively architecting your full digital ecosystem to optimise experience, marketing and bolster advertising effectiveness?

Customer Engagement:

- Are you effectively engaging with your audience across digital channels?
- What are the engagement rates* (likes, shares, comments, click-through rates) on your digital platforms?

*Check out this great [digital marketing benchmark report](#) from Influencer Marketing Hub.

Step 02.

Technology Stack Evaluation

Evaluation your current technology use is essential for several reasons. First, it ensures that your tech aligns with your business processes and marketing objectives. Second, an optimal tech stack should not only fit your current needs but also offer scalability and flexibility to adapt to changing market conditions and future focused business goals.

Inventory of Current Tech Stack:

- What technologies are currently in use, do they meet your process needs?
- Is your stack being used integratively and to its full potential?
- (CRM, email marketing tools, analytics platforms, etc.)
- Do they align clearly to serve a well defined process?
- Are these technologies aligned and effectively meeting your marketing needs? (If not, where are the gaps?)

Integration and Data Flow:

- How well are these technologies integrated with each other?
- Is data being captured efficiently, and flowing seamlessly between your marketing tools and other business systems?
- (if not, what is the ideal?)
- Give the rate of new tech and digital marketing trends - do you have a defined data strategy to ensure adaptability and adoption?

Technology Effectiveness

Performance and ROI:

- Are your marketing technologies delivering a fair return on investment?
 - How are these technologies contributing to reaching your marketing goals?
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User Experience and Accessibility:

- Is the user experience across your digital platforms (website, apps, etc) optimised for engagement and conversions?
 - Are your digital platforms accessible and inclusive to all users?
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AI Readiness and Integration:

- Are your current technologies equipped with AI capabilities or are they compatible with AI tools?
- Do you have a strategy for implementing AI in your marketing tech stack?
- How can AI be integrated to enhance data analysis, customer insights, and overall marketing effectiveness?
- Assess the current state of your data infrastructure to ensure it can support AI-driven solutions.
- Are your teams trained or being trained to work with AI technologies and tools?

Step 03.

Digital Marketing Channels and Content

This section needs a whole guide on it's own. So we did one! ([link this to Content Precision Guide](#)) But for the purposes of this guide, we're touching on channel and content effectiveness against a best practice eco-system - so you can start identifying whether your current channel mix is amplifying the impact of your content (or vice/versa) and whether any adjustments could drive better results to the tech, the funnels or the channels.

Channel Mix utilisation:

- Is your channel mix aligned to your content strategy and are you using the most effective channels to effectively reach your audiences with relevancy? (social channels, video, email, paid, search advertising, etc.)
 - What is the role and performance of each channel in terms of reach, awareness, engagement, and conversion?
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Content Strategy:

- Is your content strategy well aligned with your digital marketing goals, and does it ladder up to relevant business outcomes?
- Are you producing relevant, high-quality content that is relevant and resonates with your audience throughout the buying cycle?

Step 04.

Analytics and Data

Ensuring you have ownable data will mean you can manage nurture journeys and manage client relationships more effectively. It will also serve you in supporting clients through the decision-making stages to drive intent, underlined by a long term view to creating affinity and build advocacy for your business. This ultimately will give you competitive advantages and enable you to deliver increased opportunities for growth and diversification that lifts the lifetime value of each customer.

Measurement and Analysis

Analytics and Reporting:

- Are you effectively using analytics tools to track and measure your digital marketing performance?
- Are the insights from data analytics being used to regularly inform decision-making and strategy refinement?

KPIs and Metrics:

- Have you identified key performance indicators (KPIs) for your digital marketing efforts?
- Are these KPIs being regularly monitored and analysed for performance assessment?



Step 05.

Optimisation and Future Planning

Adopting continuous Improvement principles will enable your digital marketing efforts to be a framework that grows and evolves with your business rather than just a static set of practices. It's critical to ensure that your marketing infrastructure is built to handle future growth and is flexible enough to adapt to potential technological, market shifts and evolving customer behaviours.

Optimisation Strategies:

- Are you continuously testing and optimising your digital marketing efforts to learn and improve?
 - (A/B testing, SEO optimization, etc.)
 - Do you have a process for regularly updating and improving your technology stack and usability?
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Emerging Technologies and Trends:

- Are you staying informed about emerging technologies and trends in digital marketing?
 - How can these emerging trends be integrated into your current strategy and technology stack?
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Scalability and Future-Proofing:

- Is your digital marketing strategy and technology stack scalable and adaptable for future growth?
- Are you prepared for potential changes in technology and market dynamics?

From here, it's really all about mission control and planning quarterly to make sure you stay on track with delivering on business objectives. Embrace the opportunity to assess and integrate emerging technologies by assessing how new trends could be adapted into your current strategy and technology stack to stay ahead. Staying agile will mean your marketing efforts will remain effective and cost efficient.

If you'd like additional support or a more in-depth analysis, connect with us at SwayTech. Our Tech & Data foundational services are designed to help you navigate the complexities of digital marketing, data and MarTech ecosystem, optimising the scalability of your digital infrastructures that are future focused.

At SwayTech we're embracing new ways of working, uniquely suited to injecting both strategic and execution capabilities into Kiwi Tech businesses.

Whether you're a tech CEO, a visionary founder, or a senior marketing leader, we can help you sharpen marketing strategies, from prepping for that all-important raise to maintaining that post-raise momentum or powering up your next growth targets. We journey with you to define solutions that pack a punch and deliver lasting impact, even if marketing is not your happy place.



We'd love to have you as part of our professional network, follow us on [LinkedIn page](#). We're all about building and sharing knowledge, and supporting Kiwi Tech businesses to grow.

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