



## YOUR 5-MINUTE EDTECH MARKETING AUDIT

A quick audit is a great way to identify any gaps in your marketing efforts. We've made it easy with this 5-minute checklist to see where you're at the top of your game, and the areas for growth. From 1-5, rate your company's current performance in each of these areas. LET'S GO!

✓ Rating System: 1=Not At All, 2=Mostly No, 3=Sometimes 4=Mostly Yes, 5=Definitely Yes	1	2	3	4	5
<b>HOW MUCH DO I KNOW ABOUT THE MARKET?</b>					
I have an up to date audience profile, including my buyer's roles, values, pain-points & how they like to communicate.					
I am up to speed on current trends in education, especially those that have impact on my buyer's journey.					
I know who my main competitors are and how my product is different.					
I often check out my competitors on social media.					
I stay on top of the creative ways companies are marketing in the space.					
<b>DO I HAVE A PLAN?</b>					
I have clearly defined objectives and goals.					
I have identified the metrics and KPIs that I need to track.					
My marketing plan is integrated and multichannel: digital, email, industry, social & earned media.					
My website, social media platforms, collateral, and blog are current, on brand and fully aligned to my buyer's needs.					
I've identified the right keywords and have mapped out the content that needs to be created.					
I know the right influencers in education and how I'll engage them..					

I have a short list of journalists & media outlets that are a good fit for my company and a plan to engage with them.					
<b>CAN I EXECUTE &amp; EVALUATE?</b>					
My marketing activities are consistent, measured, and tracked.					
I use the right tools to plan, design, and publish creative content					
I know where to go to find the key data points and performance indicators that I need.					
I know how to analyze marketing data and find ways to optimize.					
My company has established relationships with media & industry leaders.					

What's next? Scroll down for a quick assessment, plus marketing 'Pro tips' for every level.

## “No Math” AUDIT RESULTS:

### Mostly 1-2s:

Even though you're busy creating edtech's next ground-breaking innovation, you're going to have to find ways to up your marketing game. It's time to begin thinking like a marketer yourself, or bring in the right support team to build a strategy and execute. One of the best ways to jump start new ideas is by learning as much as you can about your target audiences and finding where you can reach them.



Square 32 Pro tip for the marketing noob:

*Targeting teachers may be the best way to get your foot in the door with education leaders. Here are [Five Simple Tips for Reaching Educators](#).*

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### Mostly 3s:

You have some great ideas for how to brand and market your company, but you often aren't sure where to start, or more importantly, how to best maximize every precious penny you put towards marketing. We suggest listening to the experts - the education leaders who are primary buyers of edtech.



Square 32 Pro tip for the marketing intermediate:

Listen in on this insightful conversation: [Learn from the Pros: Edtech Marketing Done Right](#) to unlock the best (and worst) practices for reaching education leaders.

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### Mostly 4-5s:

You're already implementing some great marketing strategies, but maybe it's time to optimize and scale your brand awareness. Since you've developed a great product with a growing fan base, it could be time to build exposure through a winning media relations strategy, developing case studies, or activating brand ambassadors.



Square 32 Pro tip for the marketing savvy:

*Here's a round-up of dos and don'ts from edtech journalists on [how to pitch to the media the right way](#).*

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Congratulations on completing your 5-minute audit! When you're ready to accelerate your marketing results, no matter what stage you are at, Square 32 is here to help. [Contact us](#) today.