

Small Business Owners: Take This Digital Marketing Check-Up Before You Spend Another Dollar

You're not alone if your marketing isn't attracting the customers you need.

Many small business owners recognize the significance of a robust online presence; however, they often find it challenging to develop a digital marketing strategy that transforms their brand or business's online presence into a profitable endeavor.

A crucial element of an effective online presence is attracting customers. Yet figuring out why your current digital marketing isn't bringing in customers can seem like unraveling a mystery.

And it shouldn't be a mystery. However, if you're investing time and money into your strategy without seeing results, you may risk losing revenue without even realizing it.

Before you spend another dollar on digital marketing, take a moment to conduct a quick 13-question assessment of your marketing approach. You'll discover what's missing and address it promptly to grow your audience and boost sales.

This assessment is the result of two decades of digital marketing experience with small businesses in the Bricks-to-Clicks Marketing Program, which has assisted nearly 19,000 small business owners in using [proven marketing tools \(including artificial intelligence\) and expert coaching](#).



BRICKS TO CLICKS® MARKETING

**Free and Low-Cost
Marketing Resources
to Help Grow Your
Audience and Sales**

Introduction: How to Use This Digital Marketing Check-Up

Before diving into the 13-step digital marketing check-up, here's how to get the most out of it:

- 1. **Set Aside 5–10 Minutes:** Find a quiet moment to review each question thoughtfully. Your answers will help you identify areas where your marketing needs improvement.
- 2. **Be Honest with Yourself:** This isn't about passing or failing; it's about diagnosing potential gaps so you can make informed improvements.
- 3. **Use Your Score to Guide Next Steps:** At the end of the checklist, you'll total your points and gain insights into your score's meaning. This will help you focus on specific areas to fix first.
- 4. **Take Action:** The real value comes from implementing changes based on your results. Use the provided resources and recommendations to improve weak areas and optimize your digital marketing strategy.

Tip: As you review the checklist, note any ideas or changes you'd like to make. This will make it easier to act right away.

The 13-Point Digital Marketing Check-Up

Answer "Yes" or "No" to each question below. Score 1 point for every "Yes" and 0 for every "No."

Messaging and Brand Clarity

- 1. **Clear One-Liner:** Do you have a simple yet memorable statement explaining the problem you solve, your solution, and the success your customers will experience after they purchase and use your product?

Yes No
- 2. **Memorable Tagline:** Is there a short, catchy phrase that instantly reminds people who you are? You can usually shorten your one-liner and create this.

Yes No
- 3. **Consistent Messaging:** Does every platform—website, social media, email—share the same clear story about your brand?

Yes No

Website and Conversion Strategy

- 4. **Customer-First Design:** Is your website designed so visitors can immediately (within 10 seconds and without scrolling) understand how your product or service solves their problem and delivers the transformation they seek?

Yes No
- 5. **Strong Call-to-Action:** Does your website clearly show a three-step plan that customers should take to do business with you? For example, Umble Coffee's three-step plan is: 1) Buy the coffee, 2) Brew the best, and 3) Fuel your passion.

Yes No
- 6. **Lead Magnet:** Are you providing a valuable freebie (such as a call-to-action to download a PDF guide that pops up on business websites) to collect email addresses from potential customers?

Yes No

Customer Understanding and Sales Positioning

- 7. **Ideal Customer Profile:** Have you identified your ideal buyers and what drives them?

Yes No
- 8. **Problem Awareness:** Do you genuinely understand their biggest pains and desires?

Yes No
- 9. **Clear Solution Statement:** Can you describe how your product or service solves their core issue in one sentence?

Yes No
- 10. **Unique Selling Proposition:** Do you describe how your product or service is better than your competitors?

Yes No

Marketing Execution and Engagement

- 11. **Email Marketing Strategy:** Are you regularly connecting with potential customers and customers via email?

Yes No
- 12. **Social Media Visibility:** Do you post at least three times per week?

Yes No
- 13. **Paid Ads for Growth:** Are you using targeted social ads to attract new followers?

Yes No

Your total score: / 13

Interpreting Your Results: Your Score and What It Means

0–4 Points: Major Gaps

You're missing key marketing elements that attract paying customers. Act now before you lose more revenue.

5–8 Points: Basics in Place, Needs Work

You have some foundations, but tweaking your messaging, website, or social engagement could unlock more sales.

9–11 Points: Strong Base, Missed Opportunities

You're on the right track—fine-tuning lead generation and email outreach might skyrocket your growth.

12–13 Points: Almost There!

Your marketing is solid, but advanced strategies like automation, retargeting ads, or more effective conversion optimization can push you further.



Case Study: How HogEye Cameras Leveraged Digital Marketing for Growth

Many small business owners struggle to achieve effective digital marketing, but the right strategy can drive significant growth. HogEye Cameras offered a top-quality product but faced challenges in building brand awareness and reaching more customers online. Working with Bricks-to-Clicks Marketing, HogEye assessed its digital marketing using the 13-point digital marketing check-up and made significant changes.

The Challenge: Although HogEye Cameras offered a top-quality product, they needed to enhance brand awareness and reach more customers online. Their website was not optimized for conversions, and their marketing messages did not effectively communicate their unique value.

The Solution: They concentrated on three key digital marketing improvements after reviewing their digital marketing assessment score:

- *Clearer Messaging:* They refined their brand narrative to highlight how their cameras address security and monitoring challenges for businesses and farms.
- *Website Optimization:* Their site was redesigned with clear call-to-action steps, making it easier for visitors to inquire about products and complete purchases.
- *Stronger Engagement:* They developed deeper relationships with potential customers through email marketing and social media content, keeping their brand at the forefront of their minds. They shared more user-generated content (UGC), and HogEye showcased landowners using their traps to catch feral hogs, sharing daily results. These “drop videos” became their central content, shared weekly on Facebook and Instagram.

The Results: HogEye Cameras experienced substantial growth in social media engagement and sales after implementing these changes. Focusing on a clear marketing strategy, they transformed their website into a lead-generating powerhouse and successfully scaled their business. They routinely reach more than 100,000 people on their social media accounts. To learn more about the HogEye case study, see the reference listed at the end of this publication.

Ready to Fix Your Digital Marketing?

If your score isn't where you want it to be, don't stress. It's often difficult to detect precisely why marketing efforts do not translate into sales. As a result, the first step is identifying why your current marketing isn't attracting customers. And you don't have to figure this out on your own. Bricks-to-Clicks Marketing can help.

Don't let another day pass without uncovering what you need to change to attract more customers and enhance your online presence so your business can grow again.

[**Book Your Coaching Call with Dr. Barnes**](#)

“I highly recommend Bricks-to-Clicks® Marketing to any organization or business.”

— Jeannie W. Zieren
Mississippi Main Street Association

“The marketing services I received from Dr. Barnes helped clarify my message and our growth is now astronomical.”

—Dr. Kenneth Thomas
Umble Coffee

“Our sales have increased 54 percent during our historically slowest time of year.”

—Jack Robertson
Co-Owner, HogEye Cameras

Other Marketing Resources to Help You

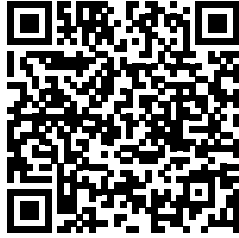
The [Master Your Marketing](#) workshop will teach you how to grow your business with a digital marketing plan. In this live marketing workshop, you'll learn the following:

- How to talk about what you offer so that your ideal customers pay attention.
- Why your website isn't working—and how to fix it.
- How to establish yourself as the go-to expert in your industry.
- The secret to turning prospects into paying customers.



- The self-guided [Website Mini-Masterclass](#) teaches you how to make tangible changes to your website to boost your revenue.
- In the book [Five Social Media Mistakes Your Business Should Avoid](#), you'll learn about these mistakes that most businesses make that destroy engagement and sales. You'll learn actionable steps to give your social media a makeover and increase social engagement and sales.
- Sign up for the newsletter [Traction](#) to get easy-to-implement, actionable marketing tips delivered to your inbox.
- In the [Bricks-to-Clicks Marketing Podcast](#), you'll learn practical marketing tips to bring in more customers and revenue. In 15 minutes or less, episodes cover the top five social media mistakes, five principles for building a thriving community, the blueprint for social media success, and the one thing to do to grow your business, nonprofit, or personal brand.
- Bricks-to-Clicks also offers [One-on-One Coaching](#) to improve your marketing.
- Finally, you can visit brickstoclicks.extension.msstate.edu to access these resources, or email james.barnes@msstate.edu.

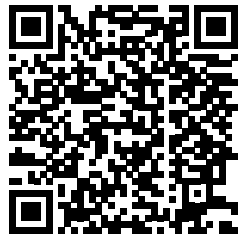
Scan the QR Codes for Additional Information and Access



Master Your
Marketing Workshop



Bricks-to-Clicks
Marketing Program



5 Social Media
Marketing Mistakes Book

Reference

Barnes, J. (2020). *5 Social Media Mistakes Your Business Should Avoid: A Step-By-Step Guide to Help You Grow Your Business*. Mississippi State University Extension.

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