

Identify what's working. Fix what's not. Reach more people.

Digital Marketing Audit and Gap Analysis

Does this sound familiar? Last year you set up your Facebook page and Twitter account, and you poked around a little in the social sphere. And you are, well, underwhelmed. People aren't engaging with your brand, it's taking more time than you expected, and you're not seeing any bottom-line benefits. Quite frankly, you're wondering what all the hype about this social media stuff is anyway.

Let us help. Our industry-leading Social Audit and Gap Analysis will review all aspects of your digital marketing efforts — from testing your Facebook page security, to testing your content moderators, to analyzing the absolute best time and method of posting content to your online channels. You'll get a detailed, actionable 20-page report within days.

- Web site social media tools
- Mobile site rendering
- Page security & brand protection
- "Secret shopper" moderation testing
- Channel setup
- Brand consistency in design
- Tab application testing
- Posting tool effectiveness
- Facebook engagement recommendations
- Facebook content virality
- Individual post-type effectiveness
- Best/Worst Posts (last 12 months)
- Twitter content virality
- Style, syntax, and spelling
- User-Generated content sites
- List of actionable recommendations

Just some of our happy clients:



"We hired engageQ to perform its Social Media Audit on the social media channels of each of our eight western shopping centers.

Everyone came away with an enormous volume of actionable strategies and tactics.

We are already using some of the strategies and seeing real results from them.

— Belinda Davidson
Ivanhoe Cambridge

Let's talk. Call Tod at +1.604.618.2861 or email tod@engageQ.com