



Retail Marketing Health Checklist

Review the foundations of your retail marketing and identify your next priorities.

How to use: For each statement, mark Yes, Needs Work, or Not Applicable. Add a note explaining any issue you find.

Business: _____ **Review date:** _____

01 Business Goals and Customer Understanding

1. We have a clear marketing goal for the next 90 days.

☐ Yes ☐ Needs Work ☐ Not Applicable

Notes: _____

2. We know which products or services we want to prioritise.

☐ Yes ☐ Needs Work ☐ Not Applicable

Notes: _____

3. We understand the main questions customers ask before purchasing.

☐ Yes ☐ Needs Work ☐ Not Applicable

Notes: _____

4. We know the margins and fulfilment costs of the offers we promote.

☐ Yes ☐ Needs Work ☐ Not Applicable

Notes: _____

5. Our team can explain why a customer should choose our business.

☐ Yes ☐ Needs Work ☐ Not Applicable

Notes: _____

02 Online Visibility

6. Our business name and contact details are accurate wherever we publish them.

☐ Yes ☐ Needs Work ☐ Not Applicable

Notes: _____

7. Our website clearly explains what we sell and where we operate.

☐ Yes ☐ Needs Work ☐ Not Applicable

Notes: _____

8. Customers can easily find our address, opening hours, or delivery coverage.

☐ Yes ☐ Needs Work ☐ Not Applicable

Notes: _____

9. Where applicable, our Google Business Profile accurately reflects our business.

☐ Yes ☐ Needs Work ☐ Not Applicable

Notes: _____

10. Our important product and service pages contain useful, original information.

☐ Yes ☐ Needs Work ☐ Not Applicable

Notes: _____

03 Advertising Readiness

11. Every campaign has a defined goal.

☐ Yes ☐ Needs Work ☐ Not Applicable

Notes: _____

12. Our advertising matches the offer and information on the destination page.

☐ Yes ☐ Needs Work ☐ Not Applicable

Notes: _____

13. We check stock, staffing, or appointment availability before promoting an offer.

☐ Yes ☐ Needs Work ☐ Not Applicable

Notes: _____

14. We test forms, links, and purchase paths before launch.

☐ Yes ☐ Needs Work ☐ Not Applicable

Notes: _____

15. We have checked that the actions we want to measure are being recorded correctly.

☐ Yes ☐ Needs Work ☐ Not Applicable

Notes: _____

04 Website and Buying Experience

16. Our important pages are easy to use on a mobile phone.

☐ Yes ☐ Needs Work ☐ Not Applicable

Notes: _____

17. Product or service pages answer common customer questions.

☐ Yes ☐ Needs Work ☐ Not Applicable

Notes: _____

18. Prices, delivery charges, and relevant policies are easy to find.

☐ Yes ☐ Needs Work ☐ Not Applicable

Notes: _____

19. Customers can easily buy, book, call, or send an enquiry.

☐ Yes ☐ Needs Work ☐ Not Applicable

Notes: _____

20. We regularly test the complete checkout or enquiry process.

☐ Yes ☐ Needs Work ☐ Not Applicable

Notes: _____

05 Content and Trust

21. Our images accurately represent our products or services.

☐ Yes ☐ Needs Work ☐ Not Applicable

Notes: _____

22. Our content explains benefits and practical details customers care about.

☐ Yes ☐ Needs Work ☐ Not Applicable

Notes: _____

23. We use genuine customer reviews or testimonials with appropriate permission.

☐ Yes ☐ Needs Work ☐ Not Applicable

Notes: _____

24. Our content plan includes helpful information as well as promotional posts.

☐ Yes ☐ Needs Work ☐ Not Applicable

Notes: _____

25. Our campaigns use a clear and consistent message.

☐ Yes ☐ Needs Work ☐ Not Applicable

Notes: _____

06 Follow-Up and Retention

26. Someone is responsible for responding to new enquiries.

☐ Yes ☐ Needs Work ☐ Not Applicable

Notes: _____

27. Our team has a process for following up on unanswered enquiries.

☐ Yes ☐ Needs Work ☐ Not Applicable

Notes: _____

28. We record customer communication preferences and respect opt-outs.

☐ Yes ☐ Needs Work ☐ Not Applicable

Notes: _____

29. We have a relevant reason to contact previous customers again.

☐ Yes ☐ Needs Work ☐ Not Applicable

Notes: _____

30. We review completed sales, cancellations, returns, and customer feedback alongside marketing results.

☐ Yes ☐ Needs Work ☐ Not Applicable

Notes: _____

Choose Your Next Three Actions

Start with problems that stop customers from buying or contacting you. Then review issues that affect trust, discoverability, and repeat purchases.

Priority 1

What needs improvement? _____

What evidence shows the problem? _____

What action will we take? _____

Who is responsible? _____

When should it be completed? _____

How will we check whether it helped? _____

Priority 2

What needs improvement? _____

What evidence shows the problem? _____

What action will we take? _____

Who is responsible? _____

When should it be completed? _____

How will we check whether it helped? _____

Priority 3

What needs improvement? _____

What evidence shows the problem? _____

What action will we take? _____

Who is responsible? _____

When should it be completed? _____

How will we check whether it helped? _____

Need Help Reviewing Your Findings?

Request a Retail Growth Audit from Prodigmar to discuss your marketing, customer journey, and next priorities.

Visit prodigmar.com

This checklist is a planning aid, not a benchmark or prediction of business performance.