

# Marketing Automation Checklist

By Digital Marketing

- ☐ Is your message customized based on what you know about your lead?
- ☐ Is your program mobile-ready?
- ☐ Are you showing interest for your lead in each conversation?
- ☐ Are you using all available channels within your marketing automation?
- ☐ What level of quality is your supporting content?
- ☐ Are you thinking long-term relationship?
- ☐ Is your product a part of your content marketing?
- ☐ Are you supporting the sales process?
- ☐ Are you providing a non-pressure relationship?
- ☐ Are you serving your customer?