

New Marketing Manager?

Start With This Audit

A practical 7-area checklist for your first 30 days in your new role.





How to Use This Checklist

“This checklist covers the 7 key areas you should audit in your first 30 days as a new marketing manager.

Work through each section methodically, tick off items as you go, and use the space provided to note anything that needs attention.

The goal isn't to fix everything immediately. It's to build a clear, evidence-based picture of what you've inherited so that every decision you make from day 31 onwards is grounded in reality rather than assumption.

Once you've completed all 7 sections, organise your findings into three buckets: quick wins, strategic fixes, and longer-term opportunities.

That becomes the foundation of your 90-day plan.”



Will Smith
Director - Authentic Style

The 7 Audit Areas:

01

Website

— The best place to begin.

02

Analytics & Reporting

— Check the data.

03

Content & SEO

— What works? What ranks?

04

Channels & Campaigns

— What's driving sales?

05

Brand & Messaging

— Is it consistent everywhere?

06

Tech Stack

— Software and platforms.

07

Team & Agencies

— Looking at relationships.

Audit Your Website

The most revealing place to start in any new role.

- ☐ Does the homepage clearly explain what the business does and who it's for within a few seconds?
- ☐ Is the messaging consistent with how the sales team describes the product or service?
- ☐ Are there clear calls to action on all key pages?
- ☐ When was the site last properly updated, structurally as well as content?
- ☐ Does the website load in under 3 seconds? (Test with Google PageSpeed Insights)
- ☐ Is the mobile experience fully functional and easy to navigate?
- ☐ Are there clear conversion points such as contact forms, booking links or sign-ups?
- ☐ Is the messaging free of jargon and written for customers, not internal stakeholders?
- ☐ Are there any pages that clearly haven't been touched in years?
- ☐ Does the site reflect the current brand visually and tonally?

Notes

TOP TIP



Test the site on your own phone before anything else. If something feels frustrating to you, it will feel frustrating to your customers too.

Audit Your Analytics and Reporting

Don't make decisions on data you can't yet trust.

- ☐ Is Google Analytics 4 (GA4) installed and collecting data correctly?
- ☐ Are conversion goals set up and tracking meaningful actions?
- ☐ Are UTM parameters being used consistently across all campaigns and channels?
- ☐ Is there an existing reporting dashboard? Does anyone actually use it?
- ☐ What metric does leadership currently use to judge marketing performance?
- ☐ Is there any sign of historical data gaps or tracking that was broken and not fixed?
- ☐ Are there any duplicate or conflicting tracking scripts on the site?
- ☐ Is there a regular reporting cadence in place?

Notes

TOP TIP



If you can't trust the data, say so early. It's far better to flag it now than to base your first strategy on figures that later turn out to be wrong.

Audit Your Content and SEO

Understand what exists, what ranks and what's just noise.

- ☐ Is the business ranking organically for terms its customers are actually searching for?
- ☐ Is there existing content that actively drives traffic or generates leads?
- ☐ Do blog posts have proper meta titles, descriptions and header structure?
- ☐ Is there obvious content cannibalisation where multiple pages compete for the same keyword?
- ☐ Is there a documented content strategy, or has it been ad hoc?
- ☐ Is the content written for the customer, or primarily to talk about the company?
- ☐ Are there outdated posts that contain incorrect information or old messaging?
- ☐ Is there a process for regularly updating existing content?
- ☐ Are internal links being used effectively across the site

Notes

TOP TIP



Look at the content through your customer's eyes, not the business's. The gap between those two perspectives is usually where the biggest opportunity lies.

Audit Your Channels and Campaigns

Find out what's driving pipeline and what's just generating activity.

- ☐ What paid search and social campaigns are currently live? What is the spend and performance?
- ☐ How large is the email list? What is the current open rate and click rate?
- ☐ Are there any email automation sequences in place? Are they working?
- ☐ What organic social activity is happening and is it generating meaningful engagement?
- ☐ Are there any affiliate or referral partnerships? Are they being tracked properly?
- ☐ For each active channel: is it driving pipeline or just activity?
- ☐ Are there campaigns that were paused but could be reactivated quickly?
- ☐ Is there a channel that's performing well but is currently underinvested?
- ☐ Are all campaigns being properly attributed and tied back to revenue?

Notes

TOP TIP



There's almost always at least one quick win hiding in the channel audit. Look for something that was working but stopped, or something that was never given a fair chance.

Audit Your Brand and Messaging

Inconsistent messaging erodes trust before you even get a chance to sell.

- ☐ Are there up-to-date brand guidelines covering logo, colours, fonts and tone of voice?
- ☐ Is the messaging consistent across the website, social profiles, email and sales materials?
- ☐ Does the value proposition clearly articulate what makes the business different?
- ☐ Ask several people across the business how they would describe what you do. Do the answers match?
- ☐ Are brand guidelines being actively followed, or is everyone doing their own thing?
- ☐ Does the brand feel current, or is it showing its age?
- ☐ Is there a documented tone of voice guide?
- ☐ Are there any off-brand assets still being used across any channels?

Notes

TOP TIP



Ask the sales team how they describe the business on a call. Then ask the CEO. Then look at the website. If all three say something different, you've found your first big fix.

Audit Your Tech Stack

Map what exists, who uses it and whether it's actually earning its place.

- ☐ Which CRM is in use, who owns it and is the sales team using it consistently?
- ☐ Is the email marketing platform properly integrated with the CRM?
- ☐ Is any marketing automation in place, or is everything still done manually?
- ☐ What analytics tools are in use? GA4, heatmapping, A/B testing?
- ☐ Are social scheduling, SEO and paid media tools being actively used?
- ☐ For each tool: is it being used? Is it being used properly? Does it integrate correctly?
- ☐ Are there duplicate tools doing the same job?
- ☐ Who holds the logins for each platform? Are any locked behind a former employee's account?
- ☐ Are tools generating reports or insights that are being acted on?

Notes

TOP TIP



Marketing teams almost always have more tools than they need and use fewer of them than they should. Finding the overlap is often one of the fastest ways to cut waste.

Audit Your Team and Agencies

Understand who does the work before you decide what needs to change.

- ☐ Who is on the marketing team, what are their core responsibilities and where do they spend most of their time?
- ☐ Where are the skills gaps internally? What is being outsourced that could be done in-house?
- ☐ Are there capacity issues, with anyone visibly stretched across too many things?
- ☐ What agencies or freelancers are currently engaged, and what is in scope for each?
- ☐ When do external contracts renew and are there any notice periods to flag?
- ☐ Is there a clear brief in place for each external relationship?
- ☐ Are external partners reporting on their performance in a meaningful way?
- ☐ Are the current partners the right ones, or are they a legacy of a previous strategy?
- ☐ Is there a clear process for briefing, approving and reviewing external work?

Notes

TOP TIP



Not every agency relationship that worked for the previous marketing manager will be right for you. A new role is one of the few times you have a genuine mandate to reassess.



What to Do With Your Findings

Once you have worked through all seven sections, organise your findings into three buckets. Present this to leadership as a clear roadmap, not a problem list.

1. Quick Wins

Things that can be fixed in days or weeks with minimal effort or cost. Flag these early and move on them fast.

2. Strategic Fixes

Areas that need proper investment of time, budget or resource. These form the backbone of your 90-day plan.

3. Long Term Opportunities

Where the business could grow meaningfully with the right approach. Plant the seeds now.

Need a second pair of eyes on your website?

If your audit has flagged website concerns, whether that's performance, messaging, conversion or all three, we'd love to have a conversation. We work with marketing managers to build websites that actively support their goals.

[Book Your FREE Discovery Call](#)



Will Smith
Director - Authentic Style



Thanks for reading

Are you looking to start a new web project?
Give us call or send us an email.



01202 779577



info@authenticstyle.co.uk