

— FREE RESOURCE - 50-POINT AUDIT

THE DEALERSHIP MARKETING CHECKLIST.

A complete 50-point audit of your digital marketing.
Know exactly where you stand - and what to fix first.

HOW TO USE THIS CHECKLIST

Set aside 20 minutes. Go through all 50 points honestly – check the box only if it's fully true today, not "mostly" or "we're working on it." Count your checkmarks at the end and use the scorecard on page 3. Most dealerships we audit score between 18 and 30. The gap between where you are and 50 is your growth plan, already prioritized: the earlier sections matter more than the later ones.

1 - LEAD RESPONSE & FOLLOW-UP

Points 1-10 (the ones that matter most)

- ☐ Every new lead gets a response within 5 minutes, 24/7
Even after hours. Even on Sunday. An automated text counts.
- ☐ Every inbound call that goes unanswered triggers an automatic text back
- ☐ Every estimate or quote gets at least 3 follow-ups before you give up
- ☐ Follow-ups happen automatically – nobody has to remember to send them
- ☐ You know exactly how many leads you received last month, by source
- ☐ You know how many of those leads turned into booked business
- ☐ Leads that go quiet get re-engaged automatically after 30/60/90 days
- ☐ One person (or system) clearly owns following up – it's not "everyone's job"
- ☐ Past customers get contacted at least twice a year with a reason to come back
- ☐ You have a written list of every lead you didn't close in the last 90 days

2 - GOOGLE BUSINESS PROFILE & REVIEWS

Points 11-18

- ☐ Your Google Business Profile is claimed, verified, and fully filled out
- ☐ Your hours, phone number, and address are correct everywhere online
- ☐ You have photos on your profile from the last 90 days
- ☐ You're actively asking every happy customer for a Google review
- ☐ Review requests go out automatically after every completed job or sale
A text with a direct review link converts far better than "leave us a review sometime."
- ☐ You respond to every review – good and bad – within a week
- ☐ Your review count and rating beat your closest local competitor
- ☐ You post to your Google profile at least twice a month

3 - WEBSITE

Points 19-28

- ☐ Your website loads in under 3 seconds on a phone
- ☐ Your phone number is tappable and visible without scrolling on mobile
- ☐ There's a clear form or booking option on every page – not just Contact
- ☐ Website form submissions get an instant automated reply

- ☐ Your inventory, units, or services are current – nothing sold or discontinued
- ☐ Every service or category has its own page (not one giant list)
- ☐ Real photos of your actual location, team, and units – not stock photos
- ☐ Your site shows pricing, or at least starting prices or ranges
- ☐ You can see how many people visited your site last month
- ☐ You know which pages generate the most calls and form fills

4 - PAID ADVERTISING

Points 29–36

- ☐ You're running some form of paid advertising consistently, not in bursts
- ☐ Every ad campaign has conversion tracking – you know cost per lead
- ☐ Ad clicks land on a dedicated page that matches the ad, not your homepage
- ☐ You're targeting your actual service area, not a 500 km radius
- ☐ Negative keywords / audience exclusions are reviewed monthly
- ☐ You know your cost per booked job or sale, not just cost per click
- ☐ Seasonal campaigns are planned ahead, not launched the week demand peaks
- ☐ Your budget shifts toward what's working – you've paused a loser in the last 90 days

5 - SOCIAL MEDIA & CONTENT

Points 37–43

- ☐ You post consistently (at least weekly) on the platforms your customers use
- ☐ Your posts show real work, real units, and real people – not just promos
- ☐ Someone answers comments and DMs within one business day
- ☐ You've posted video content in the last 30 days
- ☐ Your branding (logo, colors, tone) is consistent across every platform
- ☐ You've published content that answers real customer questions
- ☐ Social profiles link to a page where visitors can actually take action

6 - SYSTEMS & TRACKING

Points 44–50

- ☐ Every lead from every source lands in one CRM – not sticky notes and inboxes
If leads live in three inboxes and a notepad, you don't have a system. You have luck.
- ☐ You can see your whole pipeline: how many deals, at what stage, worth how much
- ☐ Every customer's history – calls, texts, emails, jobs – lives in one record
- ☐ Appointment reminders go out automatically (and no-shows get rebooked)
- ☐ You track where every closed deal originally came from
- ☐ You review your numbers (leads, bookings, revenue by source) monthly
- ☐ If your best salesperson quit tomorrow, their leads and follow-ups wouldn't leave with them

YOUR SCORE

SCORE	WHAT IT MEANS	DO THIS FIRST
40-50	You're ahead of almost every dealership in your market. Optimize, don't overhaul.	Push harder on ads and content - your foundation can handle the volume.
25-39	Solid pieces, leaky bucket. You're generating opportunity and losing a chunk of it.	Fix Section 1 first. Follow-up gaps are costing you more than any ad budget can fix.
10-24	You're running on referrals and memory. Growth will stay unpredictable until systems exist.	Get every lead into one CRM and automate first response. Everything else builds on that.
0-9	Honestly? Good news - you have the most to gain, fastest.	Start with your Google Business Profile and a 5-minute response system. Two wins, big impact.

THE PATTERN WE SEE EVERYWHERE

Most dealerships don't have a lead problem - they have a follow-up problem. You're not losing jobs, you're losing follow-ups. Notice how many unchecked boxes live in Sections 1 and 6: that's not marketing, that's systems. And systems are fixable in weeks, not years.

READY TO STOP LOSING FOLLOW-UPS?

KreateX builds CRM systems, automation, and marketing engines for dealerships and field-service businesses. If you'd rather have this whole system built for you - pipelines, follow-up sequences, ads, and all - book a free strategy call. No pitch, no pressure. We'll look at what you have and tell you exactly what we'd fix first.

Book a free strategy call: kreatex.com • Call or text: 587-841-5507 • Email: contact@kreatex.com

KreateX Marketing Studio • 10102 - 100 St, La Crete, AB • "We make it our business to bring you business."