

Channel ROI **checklist**

A simple way to see which digital channels are worth more money, which need a fix, and which should stop. Aimed at founders and small teams. No jargon required.



HOW TO USE THIS

- Only score channels you actually run. Skip the rest.
- Use what you know from the last month or two. Perfect data is not required.
- For each channel pick Keep, Fix, or Cut.
- Fill the decision page at the end.
- If three or more channels need a Fix, the real issue is usually ownership, not more ad spend.

LinkedIn and Google

LINKEDIN (ADS AND POSTS)

What it is: paid ads and organic posts that reach people at work. Useful when you sell to businesses and want conversations with the right roles.

- Keep if: you know exactly who you want to reach, you know what a good enquiry costs, ads and posts get updated often, and someone actually replies to new leads.
- Fix if: spend is running but nobody checks it weekly, ads talk about features instead of the buyer's problem, leads land in a shared inbox with no next step, or posts and ads tell different stories.
- Cut if: you cannot say who should buy, leads never turn into real conversations, or the account has been left alone for two months or more.

GOOGLE ADS (SEARCH ADS)

What it is: ads that show when someone searches on Google. Strongest when people are already looking for a solution like yours.

- Keep if: you target searches that mean "ready to buy or compare", you regularly remove wasteful search terms, the page after the click matches the ad promise, and you track cost to a real sales conversation (not just a click).
- Fix if: your company-name searches make results look better than they are, automated campaigns run without anyone reading the search terms, every ad sends people to the homepage, or tracking numbers cannot be trusted.
- Cut if: most clicks are people browsing with no intent to buy, the cost per real opportunity stays too high even after page fixes, or nobody has reviewed search terms in three months.

☐ LinkedIn: Keep / Fix / Cut (circle one)

☐ Google Ads: Keep / Fix / Cut (circle one)

Meta, email, and website content

META ADS (FACEBOOK AND INSTAGRAM)

What it is: paid ads in Facebook and Instagram feeds. Can work for awareness and retargeting. Often weaker than LinkedIn or Google for complex B2B sales unless the offer is clear.

- Keep if: creative is made for Meta (not copied from LinkedIn), you know who you are showing ads to, you measure real pipeline not only cheap form fills, and you test new ads often.
- Fix if: forms collect contacts who never reply, the same creative has run for a month or more, you are not advertising to people who already visited your site, or reporting stops at "cost per lead".
- Cut if: lead quality stays poor for your sales cycle, it only works with discounts you cannot keep offering, or nobody can explain why Meta is in the plan.

EMAIL AND FOLLOW-UP SEQUENCES

What it is: newsletters and automated follow-up emails in tools like HubSpot, Mailchimp, or ActiveCampaign. Useful when people have already shown interest and need a clear next step.

- Keep if: people opted in, lists are split by interest or stage, every email asks for a clear action (book a call, reply, download), and sales can see who is warming up.
- Fix if: everyone gets the same blast, automations exist but nobody owns them, emails are only product updates, or people keep unsubscribing and nothing changes.
- Cut if: contacts were bought or scraped, emails go out with no offer, or the database is full of people nobody ever follows up.

WEBSITE CONTENT AND SEARCH (SEO)

What it is: articles and pages written so the right people find you on Google and then get in touch. Slow to build. Worth it when topics match real buyer questions.

- Keep if: topics match problems your ideal customers search for, every useful page asks for an enquiry or call, you can point to leads from search or content, and publishing actually happens on a schedule.
- Fix if: the blog exists "for SEO" with no clear buyer, traffic does not turn into enquiries, publishing is random, or the site is slow or hard for Google to read.
- Cut if: content is published for show, you pay for volume nobody reads, or there is no path from an article to a conversation.

☐ Meta: Keep / Fix / Cut

☐ Email: Keep / Fix / Cut

☐ Website content / SEO: Keep / Fix / Cut

Decide where the money goes

QUICK HEALTH CHECK

Tick yes only if this is true today.

- ☐ We roughly know what a good lead is worth to the business
- ☐ Our tracking numbers are good enough to make budget decisions
- ☐ Someone checks digital channels every week
- ☐ We change ads and offers on purpose, not once a year
- ☐ Paid ads and organic posts tell the same story
- ☐ We can pause a channel if it underperforms

Fewer than four ticks usually means the problem is ownership and follow-through, not "we need more ads".

THIS MONTH

- Name one Keep channel and how you will grow it
- Name at least one Fix, who owns it, and by when
- Name at least one Cut or pause (or write why you will not cut it)
- List tracking problems instead of ignoring them

Want help running this?

Digital Marketing support means choosing the channels that deserve the money, then running them properly.

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