

## **Digital Landscape Management™ (CEO Edition)**

### Organizational Assessment Questionnaire

The following questionnaire will help paint a quick picture of how your organization is leveraging the digital landscape. Each question below merely skims the surface of the opportunity that lies beneath. Your understanding of the concepts outlined here will help us identify your areas of strength and opportunity for the greatest advancement. If you prefer to answer this information online, please visit: [www.liveoakinteractive.com/dlm](http://www.liveoakinteractive.com/dlm)

**Does your organization have an integrated plan for monitoring performance of paid search, natural search, online word-of-mouth, and social networks?**

Yes  No

**Can your organization make changes within the hour based on real-time conversations happening *right now* on the web?**

Yes  No

**Are you actively monitoring web-based lead generation activities to maximize your lead intelligence and accelerate sales growth?**

Yes  No

**Are your online and offline ad campaigns speaking to your target audience to maximize your marketing budget and increase your lead conversion?**

Yes  No

**Do you *and your organization* have the desire to have increased website visibility, integrated marketing activities, improved business intelligence, and greater website profitability?**

Yes  No

If your organization would like a free consultation on the value that a Digital Landscape Management program can bring to your organization, please contact us using the information below. In less than an hour, we can educate your organization on the untapped potential inside your own Digital Landscape.



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