

60-second guide

to your next
channel audit



Proud of our past
Excited for our future





So, it's time to review your channel mix.

Is your message getting lost in the noise? Are you struggling to figure out what to post, where and when? A channel audit will clear the clutter. It will pinpoint which channels are pulling their weight, which ones colleagues actually value and which can be retired. Follow the steps in this guide to get your channels on track.



Let's dive in.



Start with why.

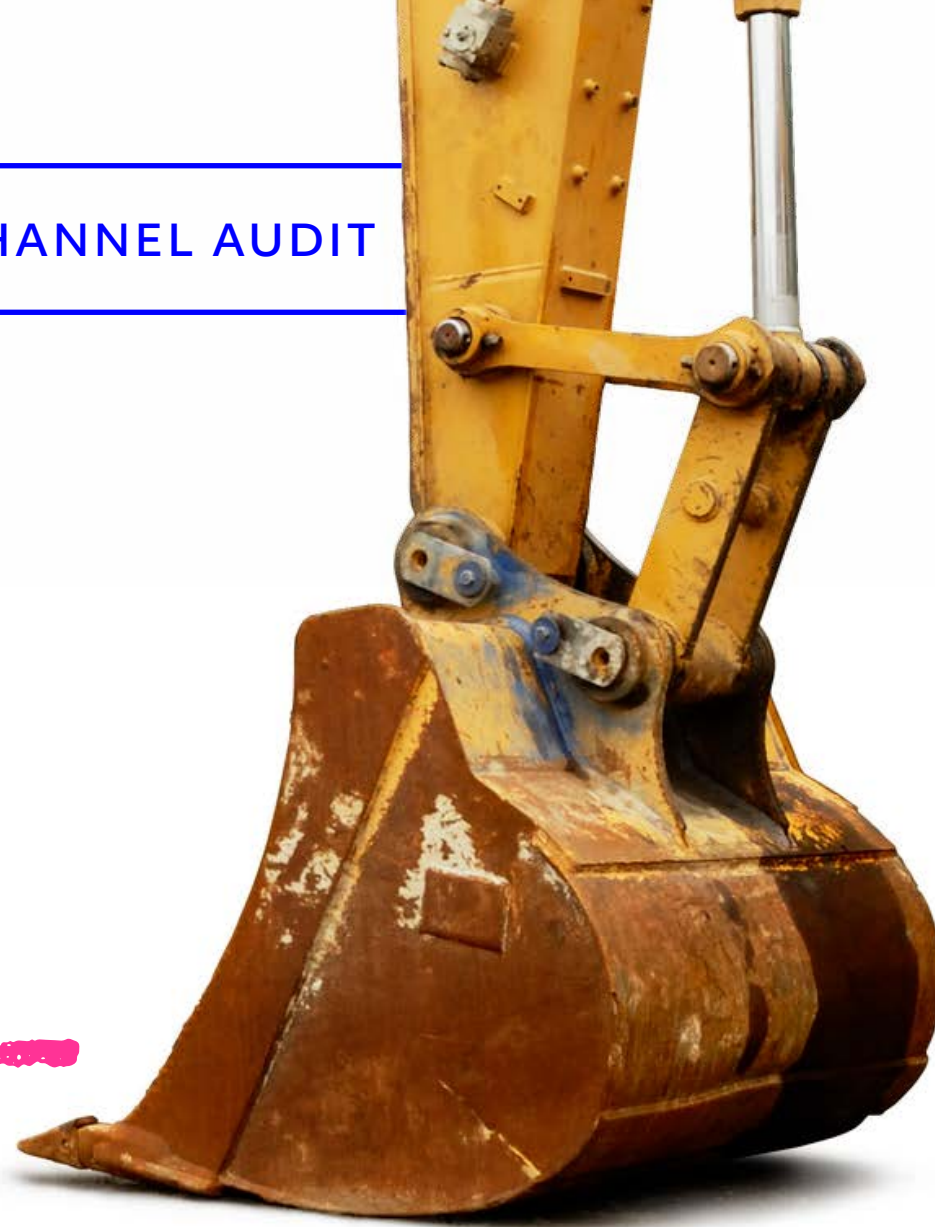
It's a problem we see all too often: too many channels, too little time, no clear benefit.

Every channel should have a clear and easily articulated reason to exist. For each channel, ask yourself:

- What's its purpose?
- Who's the audience?
- Is it doing something that no other channel can?



Dig into the data.



Now that you have an objective for each channel, look at how you can measure against it.

Work out what the numbers are telling you.

Be ruthless. Too much data can be overwhelming and distract from the task at hand.

Remember to include quantitative research and anecdotal feedback.

Always keep your why in mind and face up to failure if necessary.

Evaluate.

Use SWOT analysis to build your understanding of each channel's performance.

- Start by categorising your findings in terms of strengths and weaknesses, pulling out KPIs like reach, engagement and conversion rates
- Spot opportunities for improvement and rank these in time/effort/payoff terms
- Consider the threats that might impact the channel – how will it be impacted by AI?
- And then... *sleep*





Make your case.



Now look at the results for each channel and consider how they work together, including their effort-to-outcome ratio.

For each channel, do you:

- Dedicate time to making it the best it can be?
- Leave it as is?
- Get rid of it completely? (Remember, this is almost always a valid option.)



Before you hit ...

Ambassadors and advocates are invaluable in helping launch a new approach or a whole new channel.

Make it easy for them to spread the word. Invest time in training, creating toolkits and assets for them to use and sharing suggested messaging.

And don't forget to keep checking in with them – this isn't a one-and-done activity.



Don't let channels stagnate!

It's easy to develop a formulaic approach to your channels.

Carve out time for regular mini-audits and look for ways to freshen things up.

Make the most of new features, formats and ways to share stories, as well as improved analytics and personalisation tools.

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We've been helping clients
maximise the impact of their
channels for 60 years.

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