

THE DNAsix ASSESSMENT

1. What's your long-term business goal?

- Hope for the best
- Rough idea
- Comprehensive plan in place

2. Is your website? (Answer all that are appropriate)

- Fully responsive
- Socially enabled
- Regularly updated
- Secure

3. Do you check your analytics regularly?

- What's analytics
- Rarely
- Often

4. Do you know how old your customers are?

- No idea
- Roughly
- Absolutely

5. Do you use social media?

- Not a clue
- Rough idea
- I'm a pro

6. Who manages your social media?

- No one
- A reluctant staff member
- Keen youngster
- Professional community manager

7. How many of these do you understand?

(Answer all that are appropriate)

- Virtual Reality
- Cloud computing
- Algorithms
- Mobile internet
- Artificial Intelligence
- Social Search

8. How good are you at creating content?

- Struggle
- Get by
- We're on it

9. Which of these have you created in the past 12 months? (Answer all that are appropriate)

- A blog
- An infographic
- Video
- Live broadcast
- App

10. How creative is your workforce/team?

- Not at all
- Middling
- On fire

11. Which of these advertising methods do you understand? (Answer all that are appropriate)

- Programmatic
- Pay-per-click
- Re-targeting

12. How do you use data? (Answer all that are appropriate)

- Build an active database
- Monitor trends online
- Market intelligence
- Plan for the future
- Track competitors