Caylee Donaldson Marketing

The Event Funnel Audit Checklist

A 20-minute diagnostic to find your biggest registration leaks — fast.

1) Targeting: Are we attracting the right intent?

Goal: Reduce "curiosity clicks" and increase qualified registration rate

Check:

- Each campaign is built for one clear persona (not a blended audience)
- The headline names i.e. role + pressure + outcome (e.g., "Operations leaders reducing downtime")
- We're prioritising recognition over reach
- Channel performance is reviewed by persona (where possible)

Red flags:

- High clicks + low conversion across multiple channels
- Short time on page and low scroll depth
- Engagement from roles outside the core target

Quick win prompts:

What job is this persona trying to get done right now?

What would make this event feel essential rather than interesting?

2) Message Match: Does the promise carry through?

Goal: Keep momentum from click → page → form.

Check:

- The landing page headline repeats the campaign promise in near-identical language
- The subhead confirms: (1) who it's for; (2) what they'll leave with; (3) why now
- The first bullet list mirrors the campaign value points

Red flags:

- The ad/email is outcome-led, but the landing page is generic ("insights and networking")
- The visitor has to re-interpret what they're getting.

Quick win prompts:

Does the headline feel like the next sentence after the click?

Could someone think they landed on the wrong page?

3) Page Clarity: Is the value obvious in 10 seconds?

Goal: Reduce uncertainty before it becomes hesitation.

The 10-second test:

- If someone only reads: (1) the headline; (2) the subhead; (3) three bullets
- ...can they answer: (1) Is this for me?; (2) Is this worth my time?; (3) What will I leave with?

Above the fold essentials:

- (1) Who it's for; (2) Outcomes; (3) Proof point; (4) Low-friction CTA

Quick additions that boost confidence:

- (1) "Who should attend" block near the top; (2) Agenda themes even if the full agenda isn't live; (3) One short anonymised proof line.

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4) Form Friction: Are we losing people at the finish line?

Goal: Remove unnecessary admin barriers.

Check:

- ○ We've reviewed form starts vs. completions
- ○ The form is optimised for mobile
- ○ We're asking only what's necessary for this stage
- ○ Any "deep data" fields are optional or deferred

Red flags:

- ○ Too many fields before value is fully established
- ○ Mandatory account creation
- ○ Multi-step forms with no progress indicator

Microcopy opportunities:

"We ask this to improve audience matching."

"This helps us tailor your onsite experience."

5) Confirmation & Nurture: Are we locking in attendance?

Goal: Turn "registered" into "will show up".

Confirmation page essentials:

- ○ Add to calendar
- ○ Clear next steps
- ○ Reminder of outcomes
- ○ What they can personalise/book next

First follow-up email should:

- ○ Reinforce value
- ○ Reduce regret
- ○ Help internal justification: "Here's what you'll take back to your team."

Red flags:

The confirmation experience is just "Thanks for registering."

No next step means no commitment reinforcement.

Priority Scoring

Start with the highest score.
That's your most likely leak.

For each area, rate severity:

	Low	Medium	High
Targeting:	○	○	○
Message match:	○	○	○
Page clarity:	○	○	○
Form friction:	○	○	○
Confirmation & nurture:	○	○	○

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