CHAPTER 5 · EXECUTION

The account inventory

Every account your marketing runs on should be in your company's name, with your own people holding the admin logins. Here's where to check.

01 Where everything lives

ACCOUNT	WHERE IT LIVES	WHOSE NAME IT'S IN	WHO ON YOUR TEAM HAS THE ADMIN LOGIN	FIX THIS MONTH
Domain and DNS				☐ Yes
Website and hosting				☐ Yes
Google Ads, and any other ad accounts				☐ Yes
Google Analytics and Search Console				☐ Yes
Google Business Profile and review sites				☐ Yes
CRM				☐ Yes
Email platform and your list				☐ Yes
Social accounts				☐ Yes
Call and form tracking				☐ Yes

02 Who owns what

Who owns the number
Sets priorities, says no, answers for the result

CHANNEL YOU RUN	WHO DOES THE WORK

FIX THIS MONTH

Any line where the answer is "the agency" or "I'm not sure" is something to fix this month, whether or not you change anything else. **A blank anywhere on this page is your biggest execution risk.**