



Name of Company: _____

Date of Audit: _____

MARKETING AUDIT

*Grade yourself on your marketing activities by checking off the appropriate box.
 4 = You're doing it right and it's working! 3 = You're doing it.
 2 = You're doing it but it needs improvement. 1 = You're not doing it at all.
 N/A = it's not appropriate for your business.*

	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>N/A</u>
1. Marketing Plan	•	•	•	•	•
2. Marketing Calendar	•	•	•	•	•
3. Niche	•	•	•	•	•
4. Name	•	•	•	•	•
5. Identity	•	•	•	•	•
6. Logo	•	•	•	•	•
7. Stationery Package	•	•	•	•	•
8. Business Cards	•	•	•	•	•
9. Inside Signage	•	•	•	•	•
10. Outside Signage	•	•	•	•	•
11. Hours of Operation	•	•	•	•	•
12. Days of Operation	•	•	•	•	•
13. Well Designed Packaging	•	•	•	•	•
14. Interior Displays	•	•	•	•	•
15. Word of Mouth	•	•	•	•	•
16. Community Involvement	•	•	•	•	•
17. Neatness of Office/Employees	•	•	•	•	•
18. Referral Program	•	•	•	•	•
19. Sharing of Information	•	•	•	•	•
20. Media Combination Savvy	•	•	•	•	•
21. Club & Association Member	•	•	•	•	•
22. Gift Certificates	•	•	•	•	•
23. Brochures	•	•	•	•	•
24. Audio Visual Aides	•	•	•	•	•
25. Location(s)	•	•	•	•	•
26. Advertising	•	•	•	•	•
27. Sales Training	•	•	•	•	•

Marketing Audit (continued)	4	3	2	1	N/A
28. Networking	•	•	•	•	•
29. Quality	•	•	•	•	•
30. Reprints (of PR stories)	•	•	•	•	•
31. Opportunities to Upgrade	•	•	•	•	•
32. Contest/Sweepstakes	•	•	•	•	•
33. Barter Options	•	•	•	•	•
34. Published Book	•	•	•	•	•
35. Partial Payment Plans	•	•	•	•	•
36. Distribution	•	•	•	•	•
37. Phone Demeanor	•	•	•	•	•
38. Toll Free Number	•	•	•	•	•
39. “Free” Consultation	•	•	•	•	•
40. “Free” Demonstrations	•	•	•	•	•
41. “Free” Samples	•	•	•	•	•
42. “Free” Seminars/Clinics	•	•	•	•	•
43. Web Site	•	•	•	•	•
44. Posters	•	•	•	•	•
45. Marketing-On-Hold	•	•	•	•	•
46. Past Success Stories	•	•	•	•	•
47. Attire of Employees	•	•	•	•	•
48. Service	•	•	•	•	•
49. Follow-up	•	•	•	•	•
50. Yourself	•	•	•	•	•
51. Advertising Specialties	•	•	•	•	•
52. Catalog	•	•	•	•	•
53. Yellow Page Ad	•	•	•	•	•
54. Column in Newspaper	•	•	•	•	•
55. Article	•	•	•	•	•
56. Speaker Services	•	•	•	•	•
57. Newsletter	•	•	•	•	•
58. Markets	•	•	•	•	•
59. Benefits of Your Offering	•	•	•	•	•
60. Computer	•	•	•	•	•
61. Selection	•	•	•	•	•
62. Contact Time with Clients	•	•	•	•	•
63. Hello & Good-bye	•	•	•	•	•
64. Public Relations	•	•	•	•	•
65. Talk Show Topics	•	•	•	•	•
66. Classified Ads	•	•	•	•	•

Marketing Audit (continued)

	4	3	2	1	N/A
67. Newspaper Ads	•	•	•	•	•
68. Magazine Ads	•	•	•	•	•
69. Radio Commercials	•	•	•	•	•
70. TV Spots	•	•	•	•	•
71. Infomercials	•	•	•	•	•
72. Trade Show Displays	•	•	•	•	•
73. Direct Mail Letters	•	•	•	•	•
74. Direct Mail Postcards	•	•	•	•	•
75. Postcard Deck Offer	•	•	•	•	•
76. Outdoor Billboard	•	•	•	•	•
77. Sales Representatives	•	•	•	•	•
78. Special Events	•	•	•	•	•
79. Enthusiasm	•	•	•	•	•
80. Credibility	•	•	•	•	•
81. Prospect Mailing List	•	•	•	•	•
82. Competitive Advantages	•	•	•	•	•
83. Gaining Marketing Insight	•	•	•	•	•
84. Speed	•	•	•	•	•
85. Service Representatives	•	•	•	•	•
86. Testimonials	•	•	•	•	•
87. Reputation	•	•	•	•	•
88. Spying	•	•	•	•	•
89. Ease of Doing Business	•	•	•	•	•
90. Brand Name Awareness	•	•	•	•	•
91. Designated Marketing Person	•	•	•	•	•
92. Customer Mailing List	•	•	•	•	•
93. Competitiveness	•	•	•	•	•
94. Satisfied Clients	•	•	•	•	•

T O T A L S = _____

Doing it right-It's Working! = _____

Doing it = _____

Doing it, needs improvement = _____

You're not doing at all = _____

Now set your priorities and focus on your "1" and "2" areas that need improvement. Be sure to come back and visit your Marketing Audit within the next 6 months to see how you're doing.