



Marketing Audit/80+ questions

GENERAL:

- 1. Do you have an existing marketing plan in place?
- 2. Do you have a specific person responsible for managing marketing?
- 3. Is your staff familiar with how you are marketing your company's products and services?

MARKET RESEARCH:

- 4. Do you know what your target market is?
- 5. Do you have the demographics of this market? i.e. age, sex, income level, etc.
- 6. Who are your 3 largest competitors?
- 7. Do you know what services they offer and what their prices are?
- 8. Why would someone come to you instead of your competitors?

MARKETING METHODS:

In this section you'll look at the different marketing methods available to businesses today.

Your website -

- 9. Do you have one? The address is:
- 10. Do you have more than one? The other addresses are:
- 11. Do you have a keyword list for your business and check it regularly to keep it updated?
- 12. Is the information on your site current and updated regularly?
- 13. Is your website easy to navigate and is it easy for visitors to find information from the home page?
- 14. Does your website collect visitor information through a newsletter or sign-up offer?
- 15. Do you have an autoresponder email series that is sent out when someone subscribes?
- 16. Is your phone and address listed on the home page and is it easy to find?
- 17. Do you have a contact form on your site with a map or written directions (if appropriate)?
- 18. Do you use a tracking phone number on your website to determine what calls are coming from it?

Does your website answer the following questions for visitors who may not be familiar with you?

- 19. An About Us page or something that tells about the company's history.
- 20. Services and products you offer are easy to see from the home page.
- 21. Different pages on the site for the different services and products that you offer.
- 22. Enough information to answer a customer's questions.
- 23. Informational articles on your area of expertise.
- 24. Client testimonials that include a picture and name.
- 25. Photos of your products.
- 26. A price list or prices for your products.
- 27. Photos of your personnel.
- 27a. A Clear call to action.
- 27b. A privacy policy and terms of service

Email -

- 28. Do you have a system in place to collect email addresses for clients and potential clients?
- 29. Do you use an email marketing service like Constant Contact or iContact?
- 30. Do you produce a regular email newsletter for your customers and clients?
- 31. Do you keep track of the responses to your email mailings (opens, clicking on links, unsubscribes)?
- 32. Do you occasionally send special mailings to your email list such as special offers or alerts?
- 33. Do you have special email sequences that you use for events such as a new customer sequence, a tip sequence, etc?

Online Advertising Methods - What online advertising methods does your business currently employ?

- 34. Pay Per Click ads such as Google Adwords
- 35. Search Engine Optimization - for high search engine ranking for your main key words.

Blogs -

- 36. Do you have a blog on your site?
- 37. Do you have a separate blog such as Blogger or WordPress?

Social Marketing - Check off which of these your business currently has.

- 38. Facebook Fan Page
- 39. Twitter account
- 40. LinkedIn account
- 41. Google +
- 42. MySpace

- 43. YouTube
- 44. Flickr
- 45. Pinterest
- 46. Instagram
- 47. Is your business using these social marketing tools competently?
- 48. Does your business need help learning how to use these social marketing tools?

Local Search - Check off which search engines you've set up and claimed your local search listings.

- 49. Google
- 50. Yahoo
- 51. Bing

Mobile Search - Check off what you have set up.

- 52. Mobile site
- 53. Mobile Landing Page
- 54. Mobile Ads
- 55. SMS

Directories - Are you using online directories to market your business?

- 56. Online Yellow Pages
- 57. Yelp
- 58. Other

Facebook Ads -

- 59. Are you using Facebook ads?

Banner advertising on other sites?

- 60. Banner network
- 61. Other

Other Promotion - What other advertising methods do you use?

- 62. Referral program for existing customers
- 63. Affiliate program for related business referrals
- 64. Direct mail
- 65. Radio ads
- 66. TV
- 67. Val Pak
- 68. Newspapers
- 69. Craig's List
- 70. Angie's List

- 71. GroupOn
- 72. Living Social

Street Visibility and Signage -

- 73. (If physical location is important) Does your business have a sign that is easily visible from the street?

Press Releases -

- 74. Does your business use press releases to make announcements?
- 75. Does your business have a current media list?

Media Kits -

- 76. Does your business have a media kit for media inquiries you might receive?

BUDGET:

- 77. Do you have an annual marketing budget?
- 78. Is your marketing budget based on a percentage of your gross income?
- 79. What is your average monthly spend for marketing and advertising currently?
- 80. What are you spending that on?
 - Yellow pages_____
 - Val Pack _____
 - Online Advertising _____
 - Radio_____
 - TV _____
- 81. What is the annual value of your customers?
- 82. What is your cost of customer acquisition?

TRACKING:

How do you measure the effectiveness of your marketing methods?

- 83. Do you keep track of how a caller or new customer heard about you by asking them and writing it down? Does your staff do this too?
- 84. Do you have a system to separately track how your different marketing methods are working for gaining new customers?