

Marketing Audit Checklist

A marketing audit should be done at the beginning of the marketing planning process. It takes a close look at the current business landscape internally and externally. The questions are designed to prompt examination of environments and practices to evaluate what your company is doing, why it is doing it and whether it is effective.

Everyone in the organization should be able to answer questions about the company from the receptionist at the front desk, to the clerk in facilities. If this is not true, then one of your objectives needs to include the internal socialization of the marketing plan.

External Audit focuses on:	Internal Audit focuses on:
Business & economic environment <ul style="list-style-type: none"> - economy - fiscal - social - technological 	Sales <ul style="list-style-type: none"> - total sales revenues - geographic reach and location - type of industry - by customer - by product
The market <ul style="list-style-type: none"> - size - characteristics - trends - channels - customers - industry behavior 	Marketing <ul style="list-style-type: none"> - procedures - organizations - information - mix -
The competition <ul style="list-style-type: none"> - major competitors - marketing methods - key strengths & weaknesses - extent of diversification 	

Past Performance Indicators & Lessons Learned

1. Was a previous audit conducted, what were the conclusions and observations?
2. How successful were the implemented recommendations and suggestions from earlier audits?
3. How were those measured?
4. How often does your organization conduct audits?

Sales and its knowledge of the customer:

5. Do you know what the customer knows, feels and believes about your company?
6. What surveys are used to determine what customers know about your products & services ?
7. How often are these conducted?
8. Have you ever asked what they know, feel, believe about your competition?
9. Is it different from what you want customer's to 'feel', about your company?
10. What do you want them to 'believe', 'know', about your company?
11. Is your plan market driven or engineering driven (build it and they will come)?
12. Do you know how your company develops new business opportunities?
13. Do you use any type of strategic account management practices? If so, what?
14. How would you define the company's Unique Selling Proposition (USP)

Customer Relationship Management

1. Do you know how satisfied your customers are with your products/ services?
2. Do you use customer surveys or other forms of customer evaluations?
3. Do you consider CRM a sales, marketing or customer service responsibility?
4. Where does CRM reside within your company?
5. To what level is your company meeting or exceeding customer expectations?
6. Do you hold customer satisfaction reviews?
7. If you do, is there any internal resistance to customer satisfaction reviews?
8. Do you link any customer satisfaction feedback to your customer service planning, new product development, and/or marketing strategy development?
9. How do you detect problems customers may be experiencing with your company, brand or products? Who do you involve in the process and remediation?

Marketing Questions

1. How does your current marketing strategy align to business objectives and strategy?
2. Do you have the appropriate executive support and buy-in?
3. Are organizations properly budgeted to achieve their respective objectives?
4. Are company/organizational objectives clearly defined and articulated?
5. Do you feel you are getting value for money from your marketing budgets?

6. Is your corporate or brand image consistent with your product or service, in the eyes of your customers?
7. Do you actively manage your brand, product or corporate identity?
8. How effective do you feel your external communications are? In what way?
9. How effective do you feel your internal communications are? In what way?
10. When did you last launch a new product? Was it successful? Why/How?
11. How effective do you feel your current marketing is?

Brand

1. How would you define the company's brand? Is it actively managed? How?
2. How long has the brand/product been around?
3. What is the estimated brand equity?
4. What does the brand mean in the eyes of your customers?
5. Would your customers miss it if it did not exist?
6. Have you extended the brand or product line? If not, could you do it?
7. Are there any high-risk areas you should avoid?
8. Do your brand/product promotions reinforce the core values?

Business Development

1. Are you developing new business from existing customers?
2. Are you developing new business from new customers?
3. Are you developing new business from new products?
4. Do you know what your customer retention rates are?
5. Do you have an definition for a 'good' sale or customer?
6. Do you set revenue targets?
7. Do you set profit targets?
8. How do you manage key accounts?
9. How do you target new, potential key accounts?
10. Do your customers know all the brands/products you offer?
11. How much do you invest in business development activities?
12. What is the success rate of your business development efforts?
13. Do you have a customer relationship management (or marketing) system?

Corporate, Brand or Product Identity

1. Do you actively manage your corporate, brand or product identity? How do you do this?
2. Are your marketing and corporate communications materials consistent with this identity, and immediately recognizable as belonging to your business?
3. Do you feel that the identity works?
4. Does your identity portray the correct image?

Planning

1. How does your company approach the planning cycle?
2. Is marketing planning included in this process?
3. If yes, is the marketing planning process seen as a positive management tool?
4. Has the company set definitions and procedures for the business and marketing planning processes?
5. Are the budgeting, business and customer service planning processes part of, or linked to the marketing planning procedure?
6. How do you determine the marketing budget? Does this procedure work well?
7. Do your marketing plans get monitored and evaluated?
8. How successful has the marketing planning process been?
9. Do you feel that appropriate internal and external information is available during the planning and evaluation processes?

Positioning

1. Do you know where your brand / products are positioned?
2. Do you have a clearly developed marketing positioning strategy?
3. Do your customers clearly understand what your company stands for?
4. Does your company, brand or product make a real difference in the marketplace?
5. Do you feel that you have identified all the aspects of competitive advantage your brand or product offers?
6. Do you think you exploit this competitive advantage correctly?
7. Do you communicate these advantages actively, consistently and effectively?
8. Do you think the competitive advantages you communicate can motivate your customers to choose your product/brand over the competition?

Marketing Operations

1. Do you know the capabilities and limitations of your marketers? If so, how?
2. Do you understand your market dynamics?
3. Do you have any proof of the market evolution?
4. Who are your competitors?
5. What are the differences between your products/services and branding and those of your competitors?
6. Do you have a clear set of business objectives and shorter term goals?
7. If yes, do your marketing objectives support this?
8. How is customer feedback incorporated into your marketing plans, service improvements and marketing communications activities?
9. Have you clearly defined the markets you want to develop or serve?
10. How systematically do you approach the market entry / support strategies?
11. Do you measure the return on investment provided by your marketing activities?

New Product Development

1. How do you develop new products or services?
2. How long does development normally take?
3. How many successful new products/services did you introduce in the last year?
4. Are feasibility and investment criteria set for new product assessment?
5. Do you employ and evaluate launch plans for new products/services?
6. Is your product portfolio managed centrally or locally?
7. Do you link new product development to your business and marketing strategies? How do you do this?
8. How are new product/service ideas encouraged and captured?

Change Management

1. If your company ceased to exist, would the world lose out?
2. What is the company's purpose?
3. What is important when adding value to the community/market?
4. What is your corporate focus and do you have any community goals?
5. What sort of organisation is it, and is it good at what it does?

