

THE MARKETING AUDIT

LET'S GET STARTED

Below is a list of statements about branding. Evaluate your business by answering True (T) or False (F) to the statements below. For every false statement, rank its importance to your overall marketing (1-5).

- 1: Now
2: This Quarter
3: Next 6 Months
4: This Year
5: Next Year+

Do you agree?	T/F
Mission, Vision, Target, USP, Guarantee, Competition	
I have a written mission statement, vision statement, and core values.	
I have a complete, up-to-date, and segmented database.	
I know the demographics and psychographics for my target market.	
I know who my ideal client is for each target market.	
I have detailed personas setup for my ideals in each target.	
I know who my top 3 competitors are.	
I know how my top 3 competitors market their businesses.	
I have a Unique Selling Proposition that is not centered on 'best service'.	
I know my clients' biggest pain when dealing with my industry.	
I am clear on how I solve that pain.	
I offer a guarantee.	
I know the demographics and psychographics for my target market.	

[illegible]

Sample Marketing Audit Report

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Loudon, Bruce Wrenn, William E.
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