

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.	

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Sample Marketing Audit Report

Katrin Zwirglmaier



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Table of Contents Sample Marketing Audit Report

1. Understanding the eBook Sample Marketing Audit Report
 - The Rise of Digital Reading Sample Marketing Audit Report
 - Advantages of eBooks Over Traditional Books
2. Identifying Sample Marketing Audit Report
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Sample Marketing Audit Report
 - User-Friendly Interface
4. Exploring eBook Recommendations from Sample Marketing Audit Report
 - Personalized Recommendations

- Sample Marketing Audit Report User Reviews and Ratings
- Sample Marketing Audit Report and Bestseller Lists
- 5. Accessing Sample Marketing Audit Report Free and Paid eBooks
 - Sample Marketing Audit Report Public Domain eBooks
 - Sample Marketing Audit Report eBook Subscription Services
 - Sample Marketing Audit Report Budget-Friendly Options
- 6. Navigating Sample Marketing Audit Report eBook Formats
 - ePub, PDF, MOBI, and More
 - Sample Marketing Audit Report Compatibility with Devices
 - Sample Marketing Audit Report Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Sample Marketing Audit Report
 - Highlighting and Note-Taking Sample Marketing Audit Report
 - Interactive Elements Sample Marketing Audit Report
- 8. Staying Engaged with Sample Marketing Audit Report
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Sample Marketing Audit Report
- 9. Balancing eBooks and Physical Books Sample Marketing Audit Report
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Sample Marketing Audit Report
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Sample Marketing Audit Report
 - Setting Reading Goals Sample Marketing Audit Report
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Sample Marketing Audit Report
 - Fact-Checking eBook Content of Sample Marketing Audit Report

- Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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