

# 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
<b>Mission, Vision, Target, USP, Guarantee, Competition</b>	
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

**Frank William. Jefkins**



**Sample Marketing Audit Report:**

## The Enigmatic Realm of **Sample Marketing Audit Report**: Unleashing the Language is Inner Magic

In a fast-paced digital era where connections and knowledge intertwine, the enigmatic realm of language reveals its inherent magic. Its capacity to stir emotions, ignite contemplation, and catalyze profound transformations is nothing in short supply of extraordinary. Within the captivating pages of **Sample Marketing Audit Report** a literary masterpiece penned by way of a renowned author, readers embark on a transformative journey, unlocking the secrets and untapped potential embedded within each word. In this evaluation, we shall explore the book's core themes, assess its distinct writing style, and delve into its lasting affect the hearts and minds of those who partake in its reading experience.

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