

OVERVIEW OF A MINI MARKETING AUDIT

If you think your business is too small to do a Marketing Audit, or that your business wouldn't benefit from one, we're here to help. We can not only show you why you need one, but we can make it easier.

What is a Mini Marketing Audit?

The word 'audit' sounds scary, but it's really just a systematic and thorough look at your marketing activities to help you see what's doing well and what needs improvement.

And who needs that more than a SMALL BUSINESS!

We offer an objective view of your marketing efforts to determine what works and what doesn't. Then we help you re-focus your marketing on the areas that will benefit your company the most. A **Mini Marketing Audit** gives a small business the information they need to succeed...a marketing strategy.

In the end, your Audit will answer these main questions:

- Is your current marketing strategy aligned with your business goals?
- Are you using your time and energy effectively?
- Are your current marketing activities working?
- If so, what's working best and what can you leverage?
- If not, what are your obstacles and what needs to be improved?

Why should you do one?

Day-to-day, it's easy to start taking on projects because they're exciting or fun, without thinking about if they truly contribute to your main goals. If you're not careful, you can find yourself burning valuable resources (and employee energy!) on marketing initiatives that aren't driving your core business goals.

A **Mini Marketing Audit** can help you take an unbiased look at how your market strategy is performing, and make you match each activity to a core business goal. It's a great way to ensure you keep your focus tightly on high-value activities for your small business.

How does a small business prepare for a Mini Marketing Audit??

It's easy! There are two parts to PREPARING for your **Mini Marketing Audit**. The first is to collect all of your current Marketing Materials. The second is being up-to-date on your own processes and what the materials are used for.

That's it!

Steps of Your **MINI MARKETING AUDIT**

This is where we come in...we gather some other information that helps us determine what you want to accomplish with your marketing efforts and how to get there.

Step 1: Your main marketing goals

We want to do all things at all times. But as a small business, we just can't do everything!

We ask you to list your top 3-5 goals: the ones that will decide whether your company continues to operate and grow, and then work from there.

Some examples of key marketing goals include:

- Increasing company visibility
- Increasing audience size
- Differentiating from competition
- Increasing or maintaining market share
- Generating qualified sales leads
- Increasing usage among existing customers

Step 2: Your marketing activities

Are you advertising in a trade publication? Did you send out a direct mail piece last year? We ask you to review everything and anything you have done or are doing to promote your small business. Any or all of these items may be key to your small business's future!

Step 3: Decide if your marketing activities work towards your goals

Likes on Instagram and Facebook, for example, might feel good to see tallying up, but are difficult to channel into ROI for your business goals.

Investing your energy into activities that get results is going to have a much higher impact on your business.

For example, email open rates and clicks mean your targeted mailing list is actively engaging with messages you've chosen for them.

Step 4: See which activities need improvement and why.

Once you review your marketing activities, you can identify trends and see where your strategy is doing great or needs some extra attention.

Sometimes simple changes can make a huge difference. For example, if you know you've followed best practices for great newsletters, but you're still not seeing the open rates you want, are you sending your emails at the optimal time of day?

Your **MARKETING AUDIT** Checklist

Branding & Design

- Is my logo up to date and relevant? Does it represent my company today?
- Are my referral partners equipped with what they need to send me clients?
- Is my company story being effectively told? Does it “speak” to my target audience?
- Are my marketing materials up to date?
- Does my sales team have the ammunition to sell my company’s products and services?
- What unique selling propositions help me stand out in my marketplace?
- Is my corporate image consistent with my product or service, in the eyes of my customers?

Website

- Is my company website design up to date and relevant? Does it represent my company today?
- Do I have up-to-date pictures of my office or team members on my website?
- Is my website content and contact information up to date?
- Can my prospect clients easily find the information they are looking for?
- Does it include my most recent services and products?
- Does it have clear CTAs(call to actions)? What do I want prospective clients to do when they visit my website?
- Do I have original photos of my office or team members on my website?
- Is my company website optimized to fit all screen sizes including tablets and phones?
- Do I have links to my company social media pages on my website?
- Do I have a blog on my website? If so, do I publish consistent and relevant blogs?

Your **MARKETING AUDIT** Checklist cont.

Marketing

- Does my company have a social media presence? Is the information up to date?
- How does my company marketing compare to my competitors?
- Is there relevant and consistent content being shared on my company's social media channels? Am I responding to inquiries and interacting with people that liked or follow my pages? Are they engaging with my business?
- Is my company information up-to-date on all online listings like Google, Bing, Yelp, etc.?
- Does my company have a social media presence? Is the information up to date?
- Is my website generating leads?
- Is my social media marketing strategy generating leads?
- Are people finding me on Google and other search engines?
- Where does my business get most of the leads?
- Do I have a referral or loyalty program in place?
- Do I have an actual content strategy? Is my company producing and sharing articles, blogs, videos, case studies, ebooks, etc?
- Do I have an email marketing strategy?

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