

THE MARKETING AUDIT

PRESENTED BY CONCORDIA BUSINESS SOLUTIONS

FIRST THINGS FIRST

Below are a series of statements in various categories of marketing. Please read each statement carefully and reflect on your business. Using the space provided, write 'Yes' or 'No' next to each statement as it pertains to your company.

UNIQUE SELLING PROPOSITION

YES/NO

My company has a vision, mission statement and core values.	
My Unique Selling Position is not based on 'highest quality' & 'best service'.	
I know the demographics of my ideal audience and target market.	
I know the persona of my ideal customer.	
I know the challenges affecting my customers in the industry.	
I provide clear, concrete solutions to solve these challenges.	
I offer an extraordinary warranty that my customers can't refuse.	
I know my top 3 competitors.	
I know how my top 3 competitors market.	
My logo reflects my business values.	
Customers can easily identify my logo from that of my competitors.	
My business cards are eye-catching and help customers remember me.	
I have branded marketing materials: pens, letterheads, folders etc.	

WEBSITE

YES/NO

My website matches the business' identity .	
My website is professional, concise and user friendly.	
My website clearly communicates how I solve customers' problems.	
My website uses keywords and links.	
My website has at least 2 calls to action.	
I provide services and information for each level of the sales cycle.	
I update content and information regularly.	

SOCIAL MEDIA

YES/NO

My business has active social media accounts: Instagram, Facebook etc.	
I provide engaging posts 2-3x a day on my social media accounts.	
I use a combination of video, infographics, blogs etc. to engage customers.	
I have (and follow) a social media calendar.	
I use automation programs to schedule social media posts.	
I schedule and blog at least once a week.	
I respond to all customers in a timely manner.	
I respond to negative reviews and offer consolation where applicable.	
I ask clients and partners for reviews.	

NETWORKING & REFERRALS

YES/NO

I am comfortable explaining my business to potential customers.	
I have an elevator speech.	
I attend regular networking events.	
I belong to at least 1 professional organization.	
I look for opportunities to share my knowledge regularly.	
I provide after care service and support for my customers.	
I contact past clients at least once a month.	
I have a customer loyalty/referral program.	
I conduct regular surveys to check on my clients' satisfaction.	
I receive many referrals from past clients.	
I am content with my referrals from past clients.	
I am satisfied with my level of repeat business.	

FINANCIALS

YES/NO

I know my break-even.	
I meet and exceed my break-even monthly.	
I know my margins.	
I know my most successful marketing activity.	
I know my customers' average spend per transaction.	
I know the average lifetime value of my clients.	
I track my leads daily.	
I know what percentage of leads convert into sales.	
I am satisfied with my monthly sales.	
I can cover my expenses with money generated from my business.	

BUSINESS GOALS

YES/NO

I set daily, monthly, quarterly & annual goals.	
I have a strategic plan for my business.	
I have a marketing plan to help me achieve my goals.	
I have a vision board.	
I am constantly educating myself to improve my business.	
I take time to enjoy myself away from my business.	
I understand that marketing is about consistency and resilience.	
I simplify the purchasing process for my clients.	
I am satisfied with my current marketing activities.	
I can cover my expenses with money generated from my business.	
I've contacted Concordia Business Solutions to help my business with marketing and increasing sales.	

***SUCCESS IS NOT FINAL;
FAILURE IS NOT FATAL.
IT IS THE COURAGE TO
CONTINUE THAT
COUNTS.***

WINSTON CHURCHILL

SOCIAL MEDIA LINKS



FACEBOOK



LINKEDIN



INSTAGRAM

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