



Marketing Audit Supplement

Additional information that requires a little more detail...

Mission Statement: _____

- All staff know and can recite our Mission Statement Our Mission Statement is published and accessible

Annual Sales: _____ Average Value of Transaction: _____

Life Cycle of Client: _____ Lifetime Value of Client: _____

- Mine is a little more complicated, so I have attached an additional sheet to explain

Additional Web Addresses: _____

- Social Media: Facebook Twitter LinkedIn Instagram Google+ Pinterest Instagram Others

Video Channels: YouTube Others _____

Blogging: Existing Blog(s) _____

Do you have a formal (written) Marketing Plan?: Yes No *(if Yes, please include a copy)*

Do you have a Marketing Budget?: Yes No *(please elaborate below)*

Marketing (general): \$ _____	Advertising: \$ _____	Goodwill: \$ _____
Email Marketing: \$ _____	Tradeshows: \$ _____	Mailing: \$ _____
Social Media: \$ _____	Promo Items: \$ _____	Apparel: \$ _____

Do you have a formal (written) Marketing Calendar?: Yes No *(if Yes, please include a copy)*

What is your single biggest Marketing Opportunity / Area for Growth? _____

What are your biggest Marketing Challenges? _____

(additional space on reverse side for any item that you need more room)

