



MARKETING AUDIT

[Audit title]

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Date prepared: [Insert date]

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Executive summary

- Give a simple introduction explaining the reasons for the audit.
- State audit objectives.
- Outline the audit methodology used.
- Summarise the audit results.

Description

- Outline business/marketing objectives.
- Outline audit objectives (these should link back to marketing objectives).
- Ensure objectives are SMART (Specific, Measurable, Attainable, Relevant and Timeframed).

Audit methodology

- Describe type of audit conducted.
- Outline the methods used to conduct the audit.
- Describe any research methods used as part of the audit process.

Marketing environment

- Describe analysis of macro- and micro-environmental factors and provide summary of findings for each area investigated.
- Include PESTLE, SWOT and Five Forces Analysis where applicable to nature of audit and marketing plan.

Macro-environmental (PESTLE)

Political factors

Economic factors

Sociocultural factors

Technological factors

Legal factors

Environmental factors

Micro-environmental (SWOT)

Internal factors (strengths and weaknesses)

External factors (opportunities and threats)

Marketing functions

- Describe and analyse each area of the marketing mix.

Product

Price

Place

Promotion

People

Process

Physical evidence

Marketing systems

- Describe and analyse each aspect of the business's marketing systems.

Marketing information system (CRM)

Marketing planning system

Marketing control system

New product development system (NPD)

Marketing strategies

- List the business's current marketing goals and objectives. Are they clearly defined and can they be used to guide marketing planning and performance measurement?
- Outline the business's existing market positioning. Is it appropriate given known factors such as legal requirements, current stage of product life cycle, financial resources, etc.?
- Outline audit findings in relation to market segmentation. How does this relate to the marketing mix?
- Outline audit findings in relation to dominance and growth strategies.
- Outline the business's existing pricing strategies.
- Are strategies realistic given existing resources?

Marketing productivity

- Discuss profitability and cost-effectiveness of the business's different products and services, markets and channels of distribution.

Recommendations

- Summarise what action you propose the business take as a result of the audit.
- Outline why you think this is the best course of action.