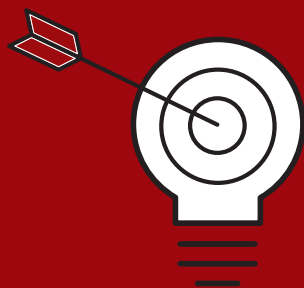


MINI MARKETING AUDIT



KM Business & Marketing
TACTICS THAT TARGET



INTRODUCTION

Marketing is an integral part of the operation and success of every business. But it's not enough to just perform a marketing activity, such as placing an ad or writing a social media post, and expect results. There must be an intentional overall marketing strategy that guides each tactic to achieve success.

Performing a full marketing audit is often a necessary first step to help you analyze what's working well, what's not working at all, and what needs to be changed.

Use this Mini Marketing Audit worksheet to get a jumpstart on planning and analyzing your marketing efforts!

BUSINESS FUNDAMENTALS

What does your organization do?

List out a few of your top competitors.

Why should your customer choose you over your competitors?

Describe your ideal customer.

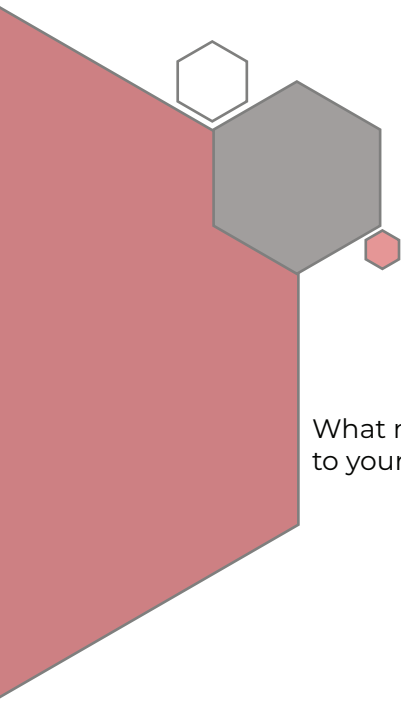


MARKETING BUDGET ANALYSIS

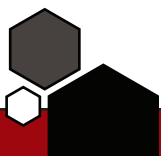
What percentage of your overall revenue do you set aside for your marketing budget?

List the marketing tactics in which you're currently investing:

Tip: Make a budget spreadsheet listing out each effort, the amount you need to spend, and the month you need to spend it in to help you make the most of this data. Include any ROI data you have for each item.



What marketing tactics would you like to add in to your current mix?





BUSINESS GOALS

What are your business growth goals in the next 3 months? 6 months? 12 months?

What do you need to achieve these goals?

What can you do yourself with your existing resources?

What do you need help with?

We can help!

If you would like to create marketing **Tactics that Target** your business goals, contact us today to schedule a free consultation!

kmbmarketing.pro/book-now