

## Marketing audit checklist

Activity	Check
<b>Status check</b>	
Is your offering still the same?	
Is how you provide it still the same?	
<b>Check business direction</b>	
Are your business goals still the same?	
Are your business strategies still the same?	
<b>Check marketing strategy</b>	
Are your marketing goals the same?	
Do you need to adapt your marketing strategies?	
Do your marketing tactics still work?	
Do you need to change what you measure?	
<b>Check your context</b>	
PESTLE analysis	
Check consumer trends	
<b>Check your audience</b>	
Are there new audiences you can target?	
Have your audiences changed their behaviors?	
Do you need to update your audience personas?	
<b>Check your marketing materials/platforms</b>	
Website – does it need a visual refresh?	
Website – is it achieving the goals for your site?	
Website – does it work as it needs to? (functionality)	
Website – is the content up to date and useful?	
Social media – do your profiles need a visual refresh?	
Social media – is the information correct and up to date?	
Printed materials/flyers – does your marketing collateral need to be updated?	
<b>Brand strategy review</b>	
Mission/Vision/Values – Do these need tweaking?	
Does your logo and visual brand still represent you?	
Do you need to tweak your key messages?	