

# Easy-to-Use Marketing Audit Template for Micro and Small Businesses

SPECIALIST SERVICES FOR THE SELF-EMPLOYED

Did you know? There are more than 2 million self-employed people in Australia.

When you are in business for yourself you need all the help you can find. At Independent Contractors of Australia we specialize in issues for the self-employed/micro-business person.

To assist we have produced a series of easy to use templates and practical advice covering:

- Business Plans
- Marketing Plans/Audits
- Marketing Research
- Finance
- Promotional Hints
- Contracts

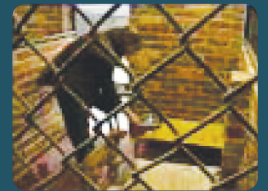
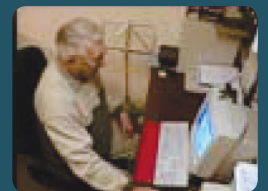
We have also produced a series of short video clips. We've interviewed self-employed people about what they say are the most important things to do in operating your own business. They talk about:

- Cash flow and debt management
- Work-life interface and balance
- Facing difficult times
- And more

You can find all these practical tools and information at:

[www.contractworld.com.au](http://www.contractworld.com.au)

We also keep you up to date on issues for the self-employed.



# Easy-to-Use Marketing Audit Template for Micro and Small Businesses

Detailed below is a template to assist in evaluating the effectiveness of the existing marketing efforts in your business.

An audit of marketing efforts should be conducted as frequently as required by the business owners.

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## Marketing Audit

When was the last Business Plan for your business completed (and implemented)?

Completed

Implemented

Did the Business Plan have a marketing plan component?

Yes / No

Have you previously set Marketing Objectives (eg. market share targets; new product/service development and launch targets; etc.)?

Yes / No

If yes, were they implemented and measured/monitored?

Has your business reviewed who it is selling most of its products and/or services to recently?

Yes / No

- List the main clients (and/or client groups) for 60 to 70 per cent of your business activities in 2009 versus five years ago?  
– Is there some change?

- What type of markets are you selling products/services to?

1. Consumer (yes/no)

2. Organisational (B2B; B2G etc.) – yes/no

3. International – yes/no

- Have you conducted a major segmentation (both consumer and organisational) of your potential customers and actual customers in the last 1 to 2 years for your business?
- Yes / No (if No – perhaps it is time to do this, due to the dynamic environment surrounding most businesses and industries – you could be missing sales opportunities). Check out some easy to use marketing text books at your local community library for this area.

- Who are your major target markets?

Describe the key 2 to 4 targets groups (if you can't do this it is time for a review of your business activities)

- Give a profile of the characteristics of your major 2 or 3 clients (or types of clients)

- What level of regular market research do you conduct on the industry that your business operates within?

Industry statistics and trends?

Never; every month; every 2 or 3 months; once or twice a year; rarely

Customer and potential customer surveys and opinion polls

Never; every month; every 2 or 3 months; once or twice a year; rarely

- When did you or your business last perform a scan of the business / industry environment (see below) that your business operates within?

Demographics

Economic (local, national, international & other)

Political & Legal issues

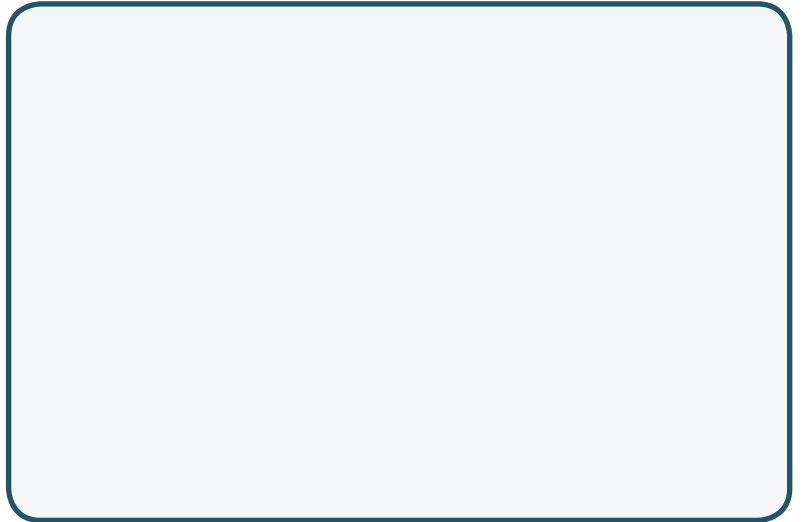
Cultural & Social issues

Competitive issues

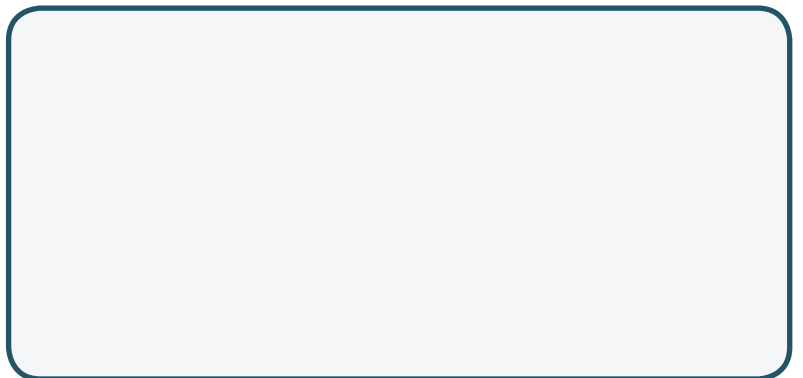
Technology issues

Pressure group issues

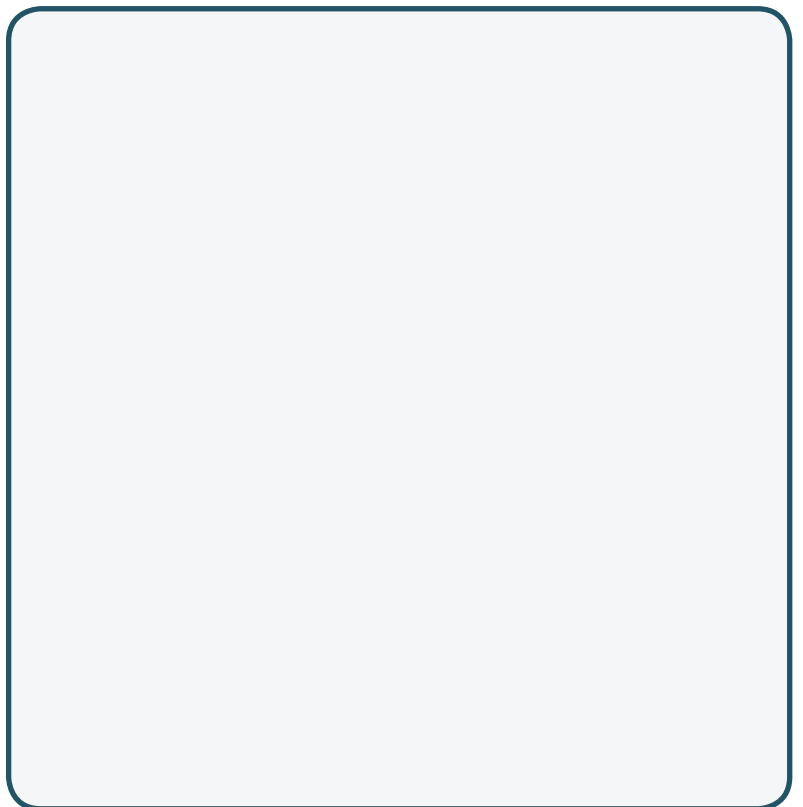
- What do you know through objective research about your competitors (as opposed to assumptions and feelings)?



- Who are your five major competitors (both **direct** – i.e. offer very similar products and services to your firm and **indirect** – i.e. fulfil essentially the same need(s) as your firm but with different types of products and services)



- What does each of these five competitors do well and not do well and when have they last modified their products/services, their pricing, their routes to market or the way they promote their products/services?



- SWOT Analysis – when was your last SWOT analysis conducted on your business?

- What are your business' Strengths?

- What are your business' Weaknesses?

- What are the market opportunities for your business and your competitors?

- What are the market threats for your business and your competitors?

- Thinking about competitive advantage and what this term means (a distinct advantage that your business has versus others in your industry/locality), does your business have one or any CA's (e.g. trading hours; specialist skills; superior car parking for retail businesses; longstanding reputation, etc.)

- What are your business' CA's and are they strong and well known by consumers in your industry?

- What can you do to make your identified or apparent CA better known to customers?

- When did you last perform a sales analysis to determine which products/services lines are the better performers in your business, with a view to range rationalisation?

- Are there new products/services your business should explore for market launch by your business? If so, what are they?

- What is the average \$ price for products or services in your industry and where does your range of products and services sit in regard to the average? Is this where you want your pricing to be positioned at this point in time?

- How many methods/channels do you use to go to market?

Direct (i.e. where your business interacts directly with customers)?

Indirect (i.e. where you use intermediaries to go to market – e.g. retailers; agents, etc.)

- Is your promotional strategy driving enquiries to your business?

- Are you converting enquiries into sales (what is your ratio of enquiries to sales)?

- How do your competitors promote within your industry?

- Do you review your marketing activities regularly (say every 12 months at least)?