

# Upturn

POINTING YOU IN THE RIGHT DIRECTION

33 Questions for Assessing How Well  
Your Marketing is Working

# Marketing Audits

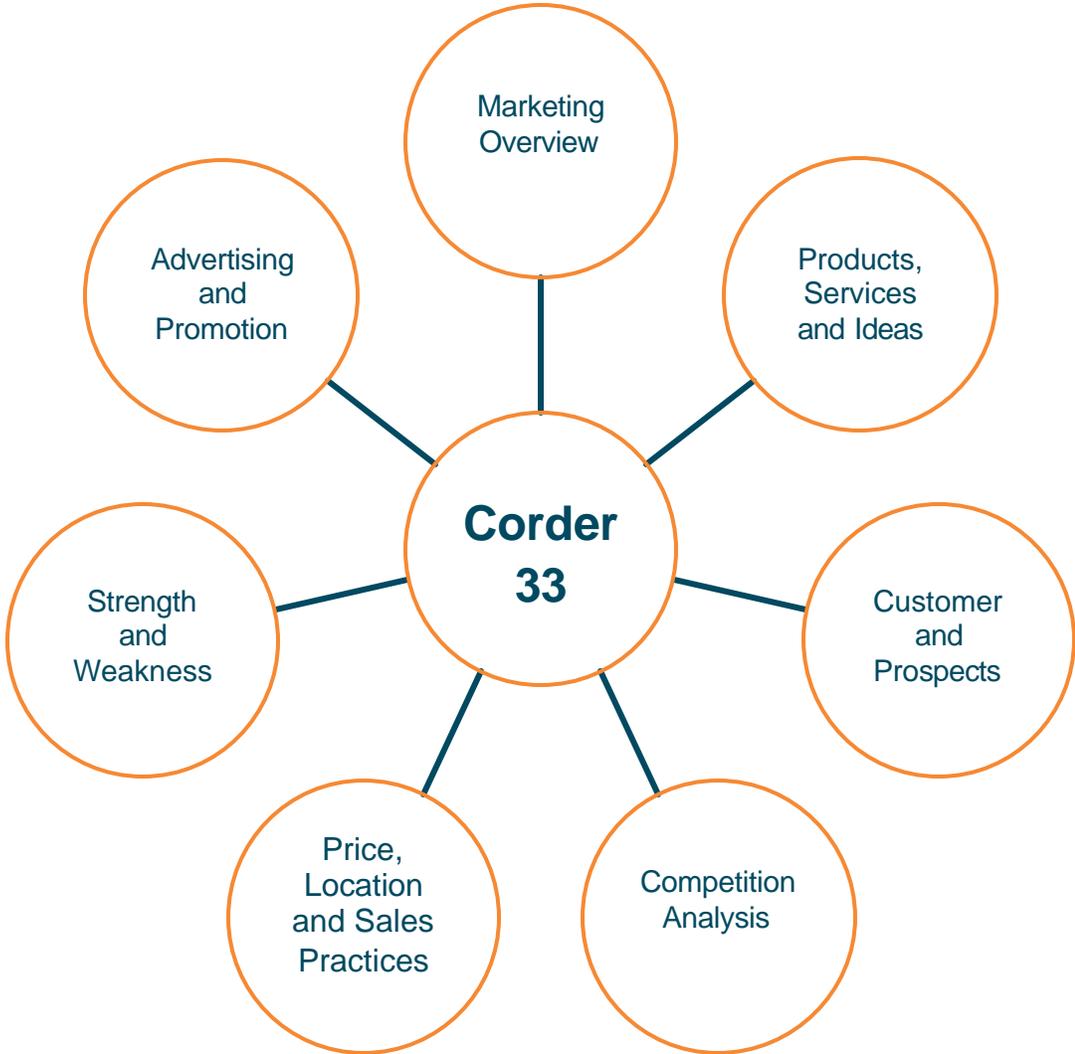


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# The Value of a Marketing Audit

**M**arketing audits are a tool for helping you determine how effective your marketing is working. It gives you a quick overview of your marketing situation and can help identify opportunities for further improvement. The Corder 33 are primary questions for conducting a marketing audit. The answers can give you a quick overview of how well you're marketing is—or is not—working. Those questions you have trouble answering are good places to concentrate your planning efforts. The 33 questions are grouped into seven functional areas:



## Marketing Overview

1. What products, services and ideas do you sell or provide to customers?
2. Who (what levels) do you sell to?
3. What are your marketing, sales and profit goals for the next 1, 2, and 3 years?
4. What might stop you from achieving these goals?
5. How much do you invest in marketing?

## Products, Services and Ideas

6. What “pain” (deep problem) does your product, service or idea solve?
7. What is your USP (Unique Selling Proposition)?
8. If selling multiple products/services, which one contributes most to your bottom-line (Star/Cash Cow)?
9. Which one is a drain (Dog)?

## Customers and Prospects

10. Who are your current customers (As, Bs, Cs)?
11. What are their buying habits?
12. Why do your customers buy from you instead of your competitors?
13. What percentage of your customers’ total business do you get?
14. Who are you best customers and prospects?
15. What is your market share; is it growing, stable or stagnant?
16. How well do you know your customers (names, birthdays, marital status, preferences, etc.)?

## Competitive Analysis

17. Who are your competitors?
18. What do your competitors do better than you?
19. What do you do better than your competitors?

20. What is your competitive position?

21. How vulnerable is your position and brand image to duplication from competitors?

## Price, Location and Sales Practices

22. How do you establish prices?

23. How well have you been able to capture the “value” of your marketing, branding and sales efforts?

24. How does your location affect you?

25. What are your sales practices?

26. What is your “ticket” (typical sale) size?

27. How long is your sales cycle?

28. How complicated is your sales process?

## Strengths and Weaknesses

29. What are your business’/department’s strengths?

30. What are your weaknesses?

## Advertising and Promotion

31. What are your advertising and promotion objectives?

32. What is your marketing mix?

33. How do you measure marketing ROI?