

MARKETING STRATEGY AUDIT

TARGET CUSTOMER

- Do you have a clearly identified target customer?
- Do your current customers value your work?
- Does your target customer see you as a partner?
- Are your target customers willing to pay a premium for your work? (they don't ask for discounts)
- Do these target customers share any demographics? (Age, gender, income, etc)
- Do you know how to reach your target customers with advertising?
- Do you know how your target customers makes their buying decision?
- Do you have more than one target customer that buy different products / services?

MESSAGING

- Do you have a clear messaging strategy for your target customers?
- Do you have messaging for the different stages of your customers lifecycle?

CURRENT CUSTOMERS

- Can you identify your most profitable customers?
- Do you know which customers refer you to other potential customers and why?

YOUR COMPANY OFFERING

- Do you know what is it that you really sell? (i.e. Peace of mind, Convenience, Security, Status)
- Do you have a clear differentiation from your competition?
- Can you clearly articulate your differentiation?

COMPETITION

- Do you know your direct competition?
- Do you know who you compete with at a higher price / service level?
- Do you know who you compete with at a lower price / service level?

PRODUCT / SERVICE

- Do you have clear products or services that your target customer understands?
- Do your customers need to be educated on your product or service?
- Do you know which products or services are your most profitable?

PRICING

- Do you have a clear pricing strategy?
- Do your customers understand your pricing?

PROMOTION / ADVERTISING

- Do you have a promotion strategy?
- Do you have a clear goal for your promotions? (ex gain market share, new customer acquisition)
- Do you have a promotions or advertising calendar?
- Do your promotions have clear timelines and end dates?

PLACE

- Do you have a website?
- Do you have a physical location?
- If you are mobile do you have a clearly defined service area?