

## **Marketing Environment Audit**

# **Evaluation of Client Marketing Effectiveness**

**City, State, Country**

**Jeff Coy**  
President

**JLC Hospitality Consulting**  
**3320 Mayowood Road SW**  
**Rochester, Minnesota 55902**  
**USA**

**Date**

## Marketing Audit: Evaluation of Client Marketing Effectiveness

Section	#	Points of Evaluation	Y	N	N/A	Quality Rating
MACRO ENVIRONMENTAL IMPACTS	1.1	<b>Demographic:</b> What are the trends, impacts and responses?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10
	1.2	<b>Economic:</b> What are the trends, impacts and responses?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10
	1.3	<b>Environmental:</b> What are the trends, impacts and responses?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10
	1.4	<b>Technological:</b> What are the trends, impacts and responses?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10
	1.5	<b>Political:</b> What are the trends, impacts and responses?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10
	1.6	<b>Cultural:</b> What are the trends, impacts and responses?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10

## Marketing Audit: Evaluation of Client Marketing Effectiveness

Section	#	Points of Evaluation	Y	N	N/A	Quality Rating
INDUSTRY POSITION & INFLUENCES	2.1	<b>Markets:</b> Where are the changes in feeders, size, growth, revenues?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10
	2.2	<b>Customers:</b> Who? What's important? How do they rate the company?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10
	2.3	<b>Competitors:</b> Who? Strengths? Weaknesses? How do customers rate them?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10
	2.4	<b>Intermediaries:</b> What are their capacities for sales volumes?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10
	2.5	<b>Suppliers:</b> What's the availability of resources and commitment?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10
	2.6	<b>Outside Services:</b> What's the outlook for travel, finance, research, technology, advertising, pr, media and consultants?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10
	2.7	<b>Publics:</b> What are the potential opportunities and problems?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10

## Marketing Audit: Evaluation of Client Marketing Effectiveness

Section	#	Points of Evaluation	Y	N	N/A	Quality Rating
STRATEGIC DIRECTION	3.1	<b>Business Mission:</b> Is it clear and achievable?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10
	3.2	<b>Marketing Objectives &amp; Goals:</b> Are they clear? Adequate for planning?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10
	3.3	<b>Marketing Strategies:</b> Are they clear?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10
	3.4	<b>Marketing Strategies:</b> Are they memorable?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10
	3.5	<b>Marketing Strategies:</b> Are they convincing?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10
	3.6	<b>Marketing Strategies:</b> Are they appropriate to the product and competition?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10
	3.7	<b>Marketing Strategies:</b> Are they segmented and ranked in importance?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10
	3.8	<b>Marketing Strategies:</b> Differentiated? Positioned?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10
	3.9	<b>Marketing Strategies:</b> Are they sufficient? Resources allocated?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10

## Marketing Audit: Evaluation of Client Marketing Effectiveness

Section	#	Points of Evaluation	Y	N	N/A	Quality Rating
ORGANIZATION	4.1	<b>Structure:</b> Where is the authority & responsibility for assuring customer satisfaction?				1 2 3 4 5 6 7 8 9 10
	4.2	<b>Functional Efficiency:</b> What is the quality of communications and relationships among headquarters and divisions? Where is the profit responsibility for customer satisfaction?				1 2 3 4 5 6 7 8 9 10
	4.3	<b>Relationships:</b> Where are they problems? What's causing them?				1 2 3 4 5 6 7 8 9 10

## Marketing Audit: Evaluation of Client Marketing Effectiveness

Section	#	Points of Evaluation				Quality Rating
MARKETING SYSTEMS	5.1	<b>Marketing Information System:</b> Is it sufficient? Accurate? Timely?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10
	5.2	<b>Marketing Planning System:</b> What's the quality for forecasting? Appropriateness of goals and incentives?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10
	5.3	<b>Marketing Control System:</b> What's the adequacy of measurements? Reviews? Continuous quality improvement?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10
	5.4	<b>New Product Development:</b> How are new ideas screened? Researched? Tested? Launched?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10

## Marketing Audit: Evaluation of Client Marketing Effectiveness

Section	#	Points of Evaluation	Y	N	N/A	Quality Rating
PRODUCTIVITY	6.1	<b>Profitability Analysis:</b> What are the profits by segments? Geography? Intermediaries? Communication channels? Expanding or shrinking?				1 2 3 4 5 6 7 8 9 10
	6.2	<b>Cost Effectiveness Analysis:</b> Where are the excessive costs?				1 2 3 4 5 6 7 8 9 10

## Marketing Audit: Evaluation of Client Marketing Effectiveness

Section	#	Points of Evaluation					Quality Rating
MARKETING FUNCTIONS	7.1	<b>Products &amp; Services:</b> What are the objectives? Customer awareness? First time trial? Satisfaction? Repeat purchase? Quality? Expansion or reduction?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10	
	7.2	<b>Price:</b> How are prices set? Does price-setting consider customer perceptions? Competitive pressures? Intermediary incentives?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10	
	7.3	<b>Sales Distribution:</b> What's the adequacy, capacity & effectiveness of the channels?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10	
	7.4	<b>Advertising:</b> What does customers think? What's the response?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10	
	7.5	<b>Sales Promotions:</b> Do they build demand? Loyalty? Market share?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10	
	7.6	<b>Publicity:</b> Is it sound and targeted? What's the current versus desired image?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10	
	7.7	<b>Salesforce:</b> What are the objectives? Size? Specialization? Compensation? Rewards? Morale? Ability? Effort?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10	
	7.8	<b>Salesforce:</b> How is performance evaluated? How does the sales team compare with competitor sales teams?	Y	N	N/A	1 2 3 4 5 6 7 8 9 10	