

# **The Marketing Audit - A Broad Template for you to follow.**

## **1. Category Analysis**

- What market are you operating within? Get to know it intimately!
- Size your market - this may be accurate with market data, or a best estimate. Consider growth and any relevant segmentation of the total market or category.
- Estimate market trends, such as industry developments, introduction of new technology or new products, legal factors, increased spending by competitors.
- Calculate your share of market or sub segment, and your competitors. This will help you when setting your vision, goals and objectives.
- Forecast where your market segment is moving and estimate sales and % shares for the next financial period. Ideally always plan 3 years out.

## **2. Target Audience**

- Consider the target customer of your market segment - Identify and describe current customers.
- Identify and describe your prospect customers.
- Consider their lifestyle, demographics, interests, how they consume media etc. The more that you can know about your customer, the more targeted and therefore successful your marketing activities will be.
- Where you are really trying to get to is the wants and needs of your target customers
- In depth analysis of customers could be using free resources, but very often will need some purchased market research

# Sample Marketing Audit Report

**Debashis Pati**



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MAP Selected Readings, 1992

*Owen Bus Studnts Internet W/I* Glenn Owen, 1996-03

**Marketing/communications**, 1915

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Marketing Research Debashis Pati, 2002-10

Bank Marketing, 1995

*Marketing Classics* Ben M. Enis, Keith Kohn Cox, 1985

**Marketing** William G. Zikmund, Michael D'Amico, 1989 This edition of the popular marketing text contains a new chapter on marketing of services and completely revised chapters on organizational buying behavior pricing and market management It also discusses business strategy implications of various marketing activities Many up to date examples are included

**Electric Utility Guide to Marketing Efficient Lighting**, 1990

*Applied Marketing Research for Data-based Marketing Decisions* Ned Roberto, 1987

**Marketing Audit Report** Robert S. Toper, Moshe Engelberg, Robin Murphy, Topor Consulting Group International, 1996

Perspectives on Strategic Marketing Management Roger A. Kerin, Robert A. Peterson, 1983 This work is a compilation of articles geared towards updating marketers and students on the structure and process of strategic marketing Other areas covered include investment strategy management strategy and assessment and implementation

**Finnish Journal of Business Economics**, 1986

Public Utilities Reports Henry Clifford Spurr, Ellsworth Nichols, 1993

*Readings in Marketing Management* Joel R. Evans, 1984

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## **Table of Contents Sample Marketing Audit Report**

1. Understanding the eBook Sample Marketing Audit Report
  - The Rise of Digital Reading Sample Marketing Audit Report
  - Advantages of eBooks Over Traditional Books
2. Identifying Sample Marketing Audit Report
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Sample Marketing Audit Report
  - User-Friendly Interface
4. Exploring eBook Recommendations from Sample Marketing Audit Report
  - Personalized Recommendations
  - Sample Marketing Audit Report User Reviews and Ratings
  - Sample Marketing Audit Report and Bestseller Lists
5. Accessing Sample Marketing Audit Report Free and Paid eBooks

- Sample Marketing Audit Report Public Domain eBooks
- Sample Marketing Audit Report eBook Subscription Services
- Sample Marketing Audit Report Budget-Friendly Options
- 6. Navigating Sample Marketing Audit Report eBook Formats
  - ePub, PDF, MOBI, and More
  - Sample Marketing Audit Report Compatibility with Devices
  - Sample Marketing Audit Report Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Sample Marketing Audit Report
  - Highlighting and Note-Taking Sample Marketing Audit Report
  - Interactive Elements Sample Marketing Audit Report
- 8. Staying Engaged with Sample Marketing Audit Report
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Sample Marketing Audit Report
- 9. Balancing eBooks and Physical Books Sample Marketing Audit Report
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Sample Marketing Audit Report
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine Sample Marketing Audit Report
  - Setting Reading Goals Sample Marketing Audit Report
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Sample Marketing Audit Report
  - Fact-Checking eBook Content of Sample Marketing Audit Report
  - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development

- Exploring Educational eBooks

### 14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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