



Marketing Audit

Offline Marketing

Current Market Position for the Business

SWOT Analysis

- Strengths and Weaknesses**
- Opportunities and Threats**
- Key Issues and Opportunities**
- Competitor Analysis**

Assumptions

Objectives (SMART - Specific Measurable Achievable Resourced Timed)

- 1.**
- 2.**
- 3.**

Brief Description of Strategy

Target Market

Positioning Statement

Branding

Service/ Product

Pricing

Delivery

Promotion

Resource Requirements

Activity Plan



Digital Marketing

Current Website Details

Designers

Domain Name registration – Ownership

HTTP / HTTPS

Hosts / ISP

Size of Current site / size limitations

Images – Branding – Source of graphic content

Copywriting – Author

Social Media

- Sites
- Responsibilities
- Time Available
- Expectation

Current Statistics

Google ranking natural search

Number of visits

When they visit

How long for

Most popular pages

Feedback received

- External
- Internal

Reviews – Google, Yell etc.



Digital Project objectives

- SEO Google Rank / Awareness
 - Number of visitors
 - Increased sales
 - Business Leads
- Include video content / Information Source
- Event reminder
- Support advertising/ branding
- Build customer/ visitor database
- Social sites follower counts Twitter, Instagram, Facebook, LinkedIn
- Customer service
- Survey visitor opinion
- Position firm with key trigger points e.g. "technologically advanced"
- Recruitment aid
- Sell services/ products directly on-line
- Mobile view enhanced

Site plan Objectives

- Size of site
- Flow chart



- Navigation e.g. Layout suggested
- Interactive features
- Search facility
- Contact/ enquiry forms

Additional information/ notes for Agency Briefing;

- **Objectives** need to be set and these should link to your overall strategy (Make them SMART - Specific, Measurable, Achievable, Resourced, Timed)
- **Organisation Profile** - don't overlook the explanation of who you are where your business has come from and where you are heading.
- **Market Analysis** - the agency is unlikely to be an industry expert even if they have worked for similar businesses to your own. Assume they know very little about your market and explain how you compare to competitors and factors that influence decision making.
- **Budget** (don't feel you have to disclose, if the agency is good enough they will be confident of their abilities and pricing structure without pressing you for your budget) Ask them for their suggestions on suitable budgets based on the brief. Consider setting a cap on your project budget to avoid an unexpected uplift in fees.
- **Product/ Service Specification** - provide detailed information regarding the product/ service offer, ideally in a printed format that they can take away.
- **Customer Satisfaction/ Benefit** - put yourself in the customers shoes and ask, "what's in it for me?" where's the value? Why would they choose your business over a competitor? What are the key triggers within your business that sets you apart from the competition?
- **Pricing** - It is often important to explain how you have arrived at your price point and where that positions you i.e. Top of the range or low-cost value.
- **Distribution** - How do you deliver the product or service now and how would you prefer to manage this process.



- **Evaluation** - How are you going to measure the success of the agency? set parameters and agree with them, set timescales and project manage their progress. Make it clear you're in charge. Consider a penalty clause if the project fails to hit deadlines or meet expectations within a reasonable timeframe.

Summary - This information should ideally be presented as a written brief discussed at the initial meeting with the shortlisted candidates. From this information, they should be given a limited time frame of usually no more than a week to respond with a fully costed proposal addressing the key elements of your brief.