

Audit/Determining Your Current Landscape

Where are your sales today?

What are your goals and objectives tomorrow?

What marketing tactics are you currently using and how effective are they?

What data currently exists that you can audit and track?

What marketing tactics can you attribute a sale to?

What do you currently spend on marketing each year?

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What does your current marketing or communications calendar look like? *(download ours or add your own)*



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List your current marketing tactics deployed, the budget you spend on each, if you can, and the results you are getting from each, if any:

TACTIC	\$\$	RESULTS
TRADITIONAL		
Print advertising		
Broadcast		
Direct Mail		
Telemarketing		
PR		
Events		
Other		
NON-TRADITIONAL		
Grass Roots		
Guerrilla		
Buzz		
Other		
DIGITAL MARKETING		
SEO		
PPC		
Social Media		
Digital Advertising		
Affiliate		
Influencer		
Online/Website		
Content		
Other		



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List any results you have access to:

of visits to your website
of web impressions
of leads
of leads that convert into a sale
of sales
phone calls
in store visits
other

Once you have these numbers you are ready to proceed to the next worksheet.



I feel like I finally know what is going on with my marketing and it only took me 2 months to get there”

– G.B. Muskoka 2018

