



THE Zer0-based Marketing AUDIT

In an age of rapid and dramatic change, it's a good idea to question all previous assumptions before creating a marketing plan for the new year. "Zero-based" means starting without previously held opinions. Don't plug in any budget figures from the past year's program; begin the new plan with a clean slate. You can audit your present marketing program by asking key staff members to fill out **The Zer0-based Marketing Audit**. It encourages their input from a zero-based perspective. This method is advised by the experts, who are considered so because of their depth of experience with notable clients.

The Audit should be circulated to staff members who have been briefed on the company's mission and growth strategy.

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- The purpose of question 1 is to discover if anyone in your firm has noticed a trend that would suggest a potential innovation.
 - With question 2 you will glean ideas on what your firm is doing right. This is essential since a company should build on its strengths, while at the same time continually innovating.
 - With question 3 you may detect areas in need of improvement.
 - Question 4 will give you new ideas on prospecting.
 - The answers to 5-12 will give you specific input on key elements of your marketing program (Product/Service, Price, Place, Promotion).
 - Responses to Question 13 will reveal whether there is a shared vision for your marketing efforts, and Question 14 offers respondents the opportunity to constructively criticize the current program. Question 15 will tell you whether or not your staff is engaged in your mission.

With all this input you will be in an excellent position to design a dynamic plan for the new year. The Audit should be circulated to staff members who have been briefed on the company's mission and growth strategies.

The Zer0-based Marketing Audit

1. The most surprising event of the past few years with respect to our business was:

2. The most important industries/clients we serve are:

Of these, I feel that _____
is the most satisfied with our services/products because:

3. A specific criticism offered to me by (vendor-supplier-intermediary) is:

4. In the past we have especially focused on:

I feel this focus is: _____

We should instead focus on: _____

We want to know your opinion of our marketing program. Give any ideas for improvement.

5. State your opinion of our products and services:

6. Our fees/prices are:

7. Our distribution system/office/store(s)/website(s) is/are:

8. Our company image is:

9. Our customer service is:

10. Our website(s) is/are:

11. Our advertising program is:

12. Our programs of public relations and visitation are:

13. Did you feel that our marketing program was explained adequately internally? Did all stakeholders, including you, understand it and agree with it? Any comments?

14. Cite any areas of failure from the past year's marketing program, and make specific recommendations for improving next year's performance.

15. How do you understand your role in our marketing program?
