

# Marketing Audit

Tick if you feel confident that...

## BRAND & STRATEGY

- We know who our audiences are
- We understand who our competitors are
- We are clear about features & benefits
- We have clear values (what's important to us)
  - And vision (where we're going)
  - And vision (how we're getting there)
- Staff and stakeholders know and understand our values, vision and mission
- Our marketing reflects our values
- We have developed good stories and content
- We are shouting our story to the world
- We know what to say to each audience
- We know what our tone of voice is
- We have great feature/benefit photos
- We have a compelling visual brand
- We have a communication plan
- We have a marketing budget
- Someone is responsible for marketing

## MARKETING ACTION

- Our website reflects our brand
- Can people view our website easily on different devices
- It's clear and easy to navigate
- Our hosting is secure (HTTPS)
- We can manage and edit our own site
- We have links on other websites
- Our site is optimised for search engines e.g. Google
- We have a messaging plan
- We create good social media content
- We engage actively on social media and have a plan
- We use video online
- We have a GDPR compliant database
- We have a plan to grow our database
- We have a mailing schedule
- Our stakeholders are engaged
- We have active PR connections
- We have strong and vocal advocates

When you have finished this audit, you may wish to print or save it.



Rural  
Proofing  
Resilience



South West  
Museum  
Development  
Programme

CORNWALL  
MUSEUMS  
Partnership