



Marketing Audit

Consider all the marketing activity you currently do and add Yes (Y) or No (N) to each column below, helping you to think more strategically and prioritise activity.

Marketing Activity - what, where and when?	Purpose - why? Align to a business goal	Call to Action (CTA) - what do you want a client to do next?	Metrics - how are you measuring marketing success?	ROI/ROE - has your marketing spend converted?	Future Action (RAG) - Red (Stop)/Amber (Amend)/Green (Repeat)
EXAMPLE Blog post on website	Y	N	N	N	Amend



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