

Marketing Program Audit Template

1. Strategic Foundations

Business Goals Alignment

- Evaluate alignment of marketing goals with business objectives.
- Assess clarity of mission, vision, and value proposition.

Brand Positioning

- Review brand positioning and messaging.
- Check brand differentiation and market fit.

Target Audience

- Assess buyer personas, segmentation, and target market clarity.
- Identify gaps in audience understanding or data-driven insights.

2. Marketing Plan & Strategy

Marketing Objectives

- Evaluate specificity, measurability, and achievability of marketing goals.

Campaigns & Promotions

- Review recent campaigns for performance and ROI.
- Assess campaign calendar consistency and effectiveness.

Budget & Resource Allocation

- Evaluate budget allocation and spending efficiency.
- Identify areas of underinvestment or overspending.

3. Digital Presence & Performance

Website Audit

- Check site usability, SEO, and conversion optimization.
- Review UTM tracking implementation.

Social Media

- Assess platform selection, content strategy, and engagement.

Content Marketing

- Evaluate content strategy, calendar, and thought leadership.

- Check blog performance, video content, and lead magnets.

Search Engine Marketing (SEM) & SEO

- Review paid search campaigns, keyword targeting, and organic search rankings.

4. Marketing Operations & Technology

Marketing Automation

- Evaluate CRM and marketing automation tools like Pardot.
- Check campaign setup, tracking, and lead nurturing.

Data & Analytics

- Assess tracking, reporting, and KPI dashboards.
- Evaluate marketing attribution models.

Integration & Tech Stack

- Review tech stack compatibility and automation processes.

5. Customer Experience & Sales Enablement

Customer Journey Mapping

- Evaluate customer journey touchpoints and friction points.

Lead Management & Nurturing

- Review lead capture, scoring, and follow-up processes.

Sales & Marketing Alignment

- Assess collaboration between marketing and sales teams.

6. Competitive Analysis

- Conduct a competitive landscape review.
- Benchmark against industry standards and competitors.

7. Recommendations & Next Steps

- Prioritize areas of improvement.
- Provide short-term and long-term action plans.
- Suggest new strategies, tools, or processes to implement.