

preoday

Marketing Audit





How your hospitality business should use this template:

The hospitality industry is a competitive one, and it's getting more so as fresh businesses start-up each year. With so much competition, a robust marketing plan is essential for standing out in the crowd and surviving new industry trends and fluctuations.

The goal of a marketing audit is to see what's working and what isn't so you can identify areas for improvement. While it will focus you on the creation of a consistent message, fine-tuning existing strategy to better attract target customers, it can also reveal new or unknown markets to appeal to. No doubt Starbucks and Subway reviewed their marketing plans before deciding the time was right to introduce mobile and online ordering!

What follows is a structured template for the completion of a simple marketing audit that, when finalised, will help you form the backbone of an ongoing brand and marketing strategy.

For each section, we have included sample questions. We recommend responding to each of these as a starting point and then building on them with comments specific to your business, market or situation.



And if I need help?

You may decide that you do not have the resource in-house to complete a full marketing audit or build a comprehensive marketing strategy, in which case there are a large number of consultancies who will be able to assist you.

Preoday can also can help. Our [marketing service](#) assists clients in developing their marketing and implementation plans alongside the launch of online and mobile ordering technology platforms.

The marketing audit process helps your company analyse and evaluate your marketing strategies, activities, goals and results. While the process takes time, the results can be enlightening.

If you would like to discuss our service, please feel free to contact us on Marketing@Preoday.com

Marketing Audit Template:

Section	Questions	Your answers
Self portrait	<p>What is your company name and what does your name communicate to the public?</p> <p>Is your brand consistent across all platforms (online, social, high street)?</p> <p>What is your USP and is this clear for customers?</p> <p>What is your average number of daily customers?</p> <p>Describe your customers' personas (if you are unclear about customer personas, read our blog on the subject)</p> <p>What is the estimated size of your market?</p> <p>Which social media platforms are you on? (Twitter, Instagram, Facebook, LinkedIn, Snapchat, Foursquare, other)?</p> <p>Have you registered your business on all online and local directories, including Google and Bing?</p> <p>What promotions have you run in the last 12 months, which have been most successful and why?</p>	

Marketing Audit Template:

Section	Questions	Your answers
<p>Competitor offering (you should do this for each of your key competitors)</p>	<p>How much does your competition charge for a product comparable to yours?</p> <p>How does the quality of your competitor's product compare to yours?</p> <p>How long does it take to be served at your competitor's venue?</p> <p>What new products/services has your competitor launched in the last 12 months?</p> <p>What does your competitor offer that you don't? (products style/atmosphere/technology)</p>	
<p>Competitor success (you should complete this for each of your key competitors)</p>	<p>How does your competition's website traffic measure against yours? (use SimilarWeb)</p> <p>How do your competition's social platforms compare to yours in terms of performance? (use FollowerWonk)</p> <p>What significant marketing activity has your competitor carried out in the last 12 months?</p> <p>What promotions has your competitor run in the last 12 months?</p>	

Marketing Audit Template:

Section	Questions	Your answers
Market analysis	<p>In the next 12 months, what issues may have an impact on your brand and how?</p> <p>Include issues that are:</p> <p>Political (i.e. fresh legislation such as the GDPR)</p> <p>Social (i.e a rise in veganism)</p> <p>Economic (i.e. a recession causing people to be reluctant to spend)</p> <p>Technology (i.e. a rise in mobile or online ordering technology)</p> <p>Do you anticipate a specific area of market growth that you could take advantage of?</p>	

The next stage in your marketing audit is to complete a SWOT analysis: a process that identifies your company's strengths, weaknesses, opportunities and threats.

It is a simple yet useful framework that helps you assess the position of your company and determine how to accomplish wider objectives, overcome obstacles and achieve desired results. It can be used to show you where your business sits within the hospitality market today, and where it may be positioned in the future.

Strengths	Opportunities
Of your brand compared to your competition	That exist within the market for your brand
Weaknesses	Threats
Of your brand compared to your competition	That exist within the market for your brand

Once you've completed the research, the next stage is to use that information to build a strategy, capitalising on your strengths and neutralising weaknesses. This will be the key to creating a plan for long term sustainable growth. Watch out for our upcoming guide to creating marketing strategies.

Conducting a marketing audit on a regular basis (at least once a year) and then updating your goals, objectives, strategy and tactics is a learning experience that helps you maximise your marketing investment, making you focus on the activities that work best for you.

If you have any questions arising from this template or would like to discuss Preoday's marketing support services in detail, please contact us on Marketing@Preoday.com