

## Worksheet Set 2

### Building a marketing audit and review

This set of worksheets is provided to allow you to carry out a marketing audit and review. You should first acquire (as far as possible) the data and information needed to fill in sections (a) to (h). Then, having reviewed this material, please consider and respond to the questions posed in sections (i) to (k).

| <b>(a) Product and offering information</b>                                   |          |          |                            |
|---|----------|----------|----------------------------|
| Core propositions underpinning the marketing of your organisation's products: |          |          |                            |
| Programming policy:   |          |          |                            |
| Types of events, exhibitions or shows put on:                                 |          |          |                            |
| Venues and spaces used:   |          |          |                            |
| Name  | Location | Capacity | No. of time and dates used |
| 1.  |          |          |                            |
| 2.  |          |          |                            |
| 3.  |          |          |                            |
| 4.  |          |          |                            |
| 5.  |          |          |                            |
| 6.  |          |          |                            |
| 7.  |          |          |                            |
| 8.  |          |          |                            |
| 9.  |          |          |                            |
| 10.   |          |          |                            |

**(b) Attenders and user data, and trends**

(NB Current financial year = 0, previous year = -1 and so on).

| A.<br>Financial year | B.<br>Total attenders<br>and users | C.<br>Total no. of events | D.<br>Average attenders<br>per event<br>(= B / C) | E.<br>Change in number<br>of attenders since<br>previous year | F.<br>Change in average<br>number of<br>attenders since<br>previous year |
|----------------------|------------------------------------|---------------------------|---|---|--|
| 0                    |                                    |                           |   |   |  |
| -1                   |                                    |                           |   |   |  |
| -2                   |                                    |                           |   |   |  |
| -3                   |                                    |                           |   |   |  |
| -4                   |                                    |                           |   |   |  |

**(c) Income data and trends**

(NB Current financial year = 0, previous year = -1 and so on).

| A.<br>Financial year | B.<br>Total income (£s) | C.<br>Total no. of events | D. Average income<br>per event (£s)<br>(= B / C) | E.<br>£s change in total<br>annual income<br>since previous<br>year | F.<br>£s change in<br>average income<br>since previous<br>year |
|----------------------|-------------------------|---------------------------|--|---|--|
| 0                    |                         |                           |  |   |  |
| -1                   |                         |                           |  |   |  |
| -2                   |                         |                           |  |   |  |
| -3                   |                         |                           |  |   |  |
| -4                   |                         |                           |  |   |  |

**(d) Pricing**

(NB Current financial year = 0, previous year = -1 and so on).

Pricing policies:

| A.<br>Financial year | B.<br>Maximum price<br>charged | C.<br>Minimum price<br>charged | D.<br>Average price<br>charged | E.<br>Average<br>concession<br>provided | F.<br>Change in top<br>price since<br>previous year |
|----------------------|--------------------------------|--------------------------------|--------------------------------|---|---|
| 0                    |                                |                                |                                |   |   |
| -1                   |                                |                                |                                |   |   |
| -2                   |                                |                                |                                |   |   |
| -3                   |                                |                                |                                |   |   |
| -4                   |                                |                                |                                |   |   |

|   |  |   |
|---|--|---|
| <b>(e) Booking and selling facilities</b> |  |   |
| Box office opening hours:                 |  |   |
| Average no. of sales staff:               |  |   |
| Sales points made available:              |  |   |
| Sales channels                            | No. of tickets sold in current year via this channel | % of total tickets sold in last year via this channel |
| Walk-in customers                         |  |   |
| Telephone calls                           |  |   |
| Postal booking                            |  |   |
| Via agencies                              |  |   |
| Via internet                              |  |   |
| Other                                     |  |   |

|  |                              |  |  |                      |
|--|------------------------------|--|--|----------------------|
| <b>(f) Marketing resources</b>                                 |                              |  |  |                      |
| (NB Current financial year = 0, previous year = -1 and so on). |                              |  |  |                      |
| A.<br>Financial year   | B.<br>Total marketing budget | C.<br>Total no. marketing staff and job titles | D.<br>Resources contributed or acquired from outside | E.<br>Data resources |
| 0  |                              |  |  |                      |
| -1   |                              |  |  |                      |
| -2   |                              |  |  |                      |
| -3   |                              |  |  |                      |
| -4   |                              |  |  |                      |

| <b>(g) Marketing activities and approaches</b> |           |                             |  |               |                             |                                 |                          |  |
|--|-----------|-----------------------------|--|---------------|-----------------------------|---------------------------------|--------------------------|--|
| Tool used                                      | This year |                             |  | Previous year |                             |                                 | Year before previous one |  |
|  | Spend     | % of total marketing budget | Results of spend (income and attendance) | Spend         | % of total marketing budget | Results (income and attendance) | Spend                    | % of total marketing budget<br>Results (income and attendance) |
| Print – leaflets                               |           |                             |  |               |                             |                                 |                          |  |
| Print – brochures                              |           |                             |  |               |                             |                                 |                          |  |
| Print – flyers                                 |           |                             |  |               |                             |                                 |                          |  |
| Print – posters                                |           |                             |  |               |                             |                                 |                          |  |
| Advertising – press                            |           |                             |  |               |                             |                                 |                          |  |
| Advertising – broadcast                        |           |                             |  |               |                             |                                 |                          |  |
| Direct mail                                    |           |                             |  |               |                             |                                 |                          |  |
| Sales promotions                               |           |                             |  |               |                             |                                 |                          |  |
| Special offers                                 |           |                             |  |               |                             |                                 |                          |  |
| Other tools:                                   |           |                             |  |               |                             |                                 |                          |  |

### (h) Conclusions based on marketing audit data and information

Marketing aspects and activities the organisation is (and has been) good at:

Marketing aspects and activities the organisation is (or has been) not so good at:

Thus desired changes/improvements/enhancements are:

Requiring the following resource changes: