

MARKETING

Marketing checklist

	Yes	Sometimes	No	Don't Know	N/A
Does your organisation have an agreed Vision, purpose and set of objective?	☐	☐	☐	☐	☐
Do you have a marketing plan?	☐	☐	☐	☐	☐
Do you have a marketing budget?	☐	☐	☐	☐	☐
Do you have a social media presence?	☐	☐	☐	☐	☐
Do you post regularly?	☐	☐	☐	☐	☐
Do you have a website?	☐	☐	☐	☐	☐
Is your website up to date?	☐	☐	☐	☐	☐
Are you clear about who your customers/service users are?	☐	☐	☐	☐	☐
Do you know who your target markets are?	☐	☐	☐	☐	☐
Do you know who are competitors are?	☐	☐	☐	☐	☐
Do you know who your partners and key stakeholders are?	☐	☐	☐	☐	☐
Do you have a brand statement?	☐	☐	☐	☐	☐
Do you have a recognisable logo?	☐	☐	☐	☐	☐
Do you have a tag line or slogan?	☐	☐	☐	☐	☐
Do all staff/board members have an organisation email signature?	☐	☐	☐	☐	☐
Is the board engaged with the marketing of the organisation?	☐	☐	☐	☐	☐
Do you know who your local print media contact are?	☐	☐	☐	☐	☐
Do representatives from your organisation attend networking events?	☐	☐	☐	☐	☐
Do you publish a regular newsletter?	☐	☐	☐	☐	☐
Do you meet quarterly to review and plan your marketing content?	☐	☐	☐	☐	☐
Do you have clear call to action buttons throughout your website?	☐	☐	☐	☐	☐
Are your social media posts consistent with your branding?	☐	☐	☐	☐	☐
Do you follow set actions from your marketing strategy?	☐	☐	☐	☐	☐