Marketing/Branch Audit Checklist

- Is the branch clean, tidy and well presentable to people coming into the branch?
  - Are there any old signs on the wall or tape or push pins?
  - What is lying around? - messy newspapers, coffee cups, pop cans, napkins, dirty dishes, etc.
  - Are the windows clean?

- Is there a need for any additional signing in the windows or on the outside of the building?
  - Can someone on the street easily recognize this as a Drake branch?

- Does the branch put out their sandwich board on non-windy days?

- **If your branch has a Job board:**
  - Is it hanging in the front window so that it is visible to the public?
  - Are all the slots filled in with the supplied plastic inserts?
  - There are to be no handmade inserts except the large insert.
  - Is the 11/14" sign area at the top of the board filled in per the supplied template and instructions?
  - Are you advertising for positions you are actually trying to fill or for a candidate pool that you are trying to build?

- **Are all the clocks working and set to the right times?**
  - Are the city names under the clocks complete?
  - Are there any letters missing?
  - Are all the clocks working? Do you need to replace the batteries?
  - Are the clocks set to the right times?

- **Are the 12 framed whitepapers hanging on the wall?**
  - Are there any broken frames?
  - Do you need any replacements?

- **If this branch has a Career Center:**
  - Are all 15 candidate brochures on display, in order and are the holders full?
  - Does the branch have a backup supply of brochures to restock the holders?

- Are the other brochure holders filled up per the merchandising guidelines?
- What is in the wire basket? Drake calendars, local job oriented newspapers, etc. are ok
- Do you have any un-approved collateral in the displayer?

- **<u>The branch is not to be creating their own candidate or client oriented marketing materials.</u>**
  - There are not to be any homemade posters or signage on the walls or in the windows.

- Check your cupboard and throw out any old or unapproved collateral.
  - If unsure call your marketing mgr. and go through it with them over the phone.

- Does the branch have an adequate supply of field staff, rewards and retention and client drop off items in stock?

- Does the branch have an adequate supply of presentation folders and whitepapers?

- Is the branch using the approved print stationery for client and candidate communications?

- If the branch has the On Hold Messaging system is it working properly?

- Is everyone in the branch using the approved signature line at the bottom of their emails?

- Is the branch displaying all the Health and Safety signs that have been provided?