



ICAAL
Creative Digital Marketing

Pro-actions
BUSINESS COACHING & SUPPORT

Marketing Audit Document



Thank you for downloading the Pro-actions / ICAAL Marketing Audit Document.

Please spend a moment to appraise your marketing, within the context of your business goals and objectives. What follows are a set of what may seem fairly simple questions.

- If your marketing plan is well thought out and aligned with your business goals you should be able to complete the audit, with detailed clarity, in 30minutes or less.
- If you are struggling to answer the questions, or find that your answers are high level and very general then you may need to spend time consulting with members of your team to get the required detail.
- If, after careful consideration and consultation, you are unable to identify your business goals or clearly describe your marketing plan, complete with key metrics, then we suggest you undertake a thorough marketing review.

Pro-actions and ICAAL are committed to helping SME business owners. If you would like to share your audit with us, or discuss any concerns arising from the audit please call 03333 440 517 or email enquiries@pro-actions.com

Helping you build a **remarkable** business

Company Name

Office Location

Do you have a shop front Yes ● No ● If Yes how many

Organisation Size

Objectives

Target Market Description

	Reach Goal	Target Cost per Person Reached
Awareness		
	Engagement Goal	Cost per Engagement Target
Engagement		
	Lead Goal	Cost per Lead Target
Leads		

Current Domain(s)

Target Audience(s) e.g. Homeowners, builders, developers, B2B, B2C etc.

Target Location(s) e.g. Cities, Towns, Counties

Products / Services

Product Suppliers

Current Marketing Budget Annual • Monthly • £

Current Marketing Channels

Online

Social Media

Offline

SEO

Facebook

Newspapers

PPC

Twitter

Doorcan

Online Newspapers

Instagram

Telemarketing

Yell

LinkedIn

Flyers

Other (Please state below) Paid Social

Drop Cards

Yell

Radio / TV

Current Marketing Agencies or Personal / Internal Resources**Please state accreditations received**

FENSA / CERTASS

Trust Mark

British Board of Agreement

FCA

Consumer Protection Association

Buy With Confidence

Guild of Master Craftsman

CHAS

QA National Warranties

Other (Please state below)



📍 Kemp House,
152 - 160 City Road,
London,
EC1V 2NX

☎ 03333 440 517

✉ enquiries@pro-actions.com
🌐 pro-actions.com

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📍 11 - 15 Bugle Street
Southampton
Hampshire
SO14 2AL
United Kingdom

☎ 023 8033 2675
☎ 023 8033 2728

✉ info@icaal.co.uk
🌐 www.internetconsultancy.pro



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