

# MARKETING AUDIT

General Overview	NOTES
I have a mission statement, vision statement, and core values	
I maintain a customer/patron database that I can segment into groups.	
I can segment my patrons into usable demographics to better target my marketing efforts.	
I know who my top 3 competitors are.	
I can articulate my unique 'selling proposition.' *	
I am aware of my industries weaknesses and patron 'pain point(s)'.**	
I am working to solve these weaknesses/pain points.	
<p><i>*A statement you choose to embody that differentiates your products and your brand from your competitors</i></p> <p><i>**A persistent or recurring problem (as with a product or service) that frequently inconveniences or annoys customers</i></p>	

NOTES	LOGO/Slogan	
	I have a logo that reflects my library's mission and values	
	My logo is easily identifiable as representing my library.	
	My logo looks good in print, on the website, in color and grayscale.	
	My logo colors are used in my marketing materials.	
	My slogan reflects the values of my library.	
	I have a style guide to help new employees understand our library's brand and ensure consistency across platforms.	
	I actively manage my logo/slogan/brand to make sure it is used properly (not altered, distorted, etc.).	
	All of my communications using my logo/slogan are done in a consistent manner (colors, fonts, logo, style, etc.).	

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Letterhead/stationery	NOTES
I have business cards for myself and staff (i.e. generic library business card).	
I have branded stationery/letterhead and I use it consistently.	
I have branded materials, such as brochures, that explain who we are and our core values.	
My brochures and flyers are updated regularly.	
I use my branded content in my email marketing campaigns.	
I have a consistent timeline for my library's newsletter.	
I review flyers posted in my library to ensure they are in good shape and positioned in an appropriate manner (ex. the front entrance is not plastered with flyers).	

NOTES	Website	
	My website is a good representation of my library.	
	My website is easy to navigate.	
	My website clearly communicates services and activities so my patrons can understand and find what they need.	
	My content is professional and concise.	
	All links on my website are active and not broken.	
	My contact information, hours, and service location(s) can be found easily.	
	My website is in compliance with ADA standards and is updated regularly.	
	My website is a responsive, mobile-friendly website, which is updated regularly.	
	Any forms located on my website are updated and easily downloadable.	

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Social Media	NOTES
I have an active social media presence (which platforms?)	
My profiles are complete and accurate (i.e. contact information, hours).	
I post on my channels in a regular, consistent manner.	
I work with my staff to create a social calendar and create content.	
I use a mix of posts to keep people engaged (events, links, photos, video, live feeds, stories, etc).	
When people comment on posts, I respond.	
I encourage all staff to create and submit content.	
I have a social media policy that is updated regularly.	
I review my social analytics to improve my post's reach and engagement.	

NOTES	Other	
	I attend events in my community representing my library.	
	My staff and I can easily recite an 'elevator speech' about our library.	
	I belong to at least one professional organization (MLA, Chamber of Commerce, etc.).	
	I seek out opportunities to speak about, and promote my library.	
	I know what my most successful marketing effort is and why it was successful.	
	I set marketing goals for services, events and programs and track the results.	
	It is easy for my patrons to get what they need at my library.	
	I am happy with my current marketing efforts.	