

Audit for Mature Marketing Effectiveness

Audit Objectives.

1. To define the organisation's Target Market and Optimum Client, having regard to all Categories of Influence impacting the consumer behaviour of the Target Market.
2. To define the organisation's Competitive Advantage from the Target Market's perspective, and to verify the translation of that Competitive Advantage into effective client communication of their Unique Selling Proposition addressing the Target's Unique Buying Motivations.
3. To evaluate and report on the effectiveness of current marketing practice to engage the Target Market and Optimum Client.
4. To evaluate and report on the appropriateness and effectiveness of selling activities, and their compatibility with marketing practice.
5. To evaluate and report on specific initiatives to attract and retain age-appropriate employees

Audit Overview.

Most Important.

Specify the Brand, Product or Service [BPS] to be the subject of the Audit and Report.

(A) Target Market.

1. How does the organization define the Target Market for the nominated BPS?
2. Which of the following " Categories of Influence " impact on the consumer behaviour of your Target Market ?

| <u>Category of Influence</u> | <u>Yes/No</u> |
|------------------------------|---------------|
| Age | |
| Family Commitments | |
| Financial Position | |
| Health and Mobility | |
| Lifestyle | |
| Work Status | |

3. Which " Overlays " further modify the definition of your Target Market – for example Gender, Private Health Cover, or a specific interest – sport, hobby or regular travel?
4. What definition of your Optimum Client emerges from Questions 1 to 3?

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(B) Competitive Advantage

1. In the mind of your Target Market, what is the pain they want to avoid, or the significant opportunity they want to take advantage of, which is relevant to the nominated BPS?
2. What is the Unique Selling Proposition (USP) of the nominated BPS?
3. How does this definition of USP recognise the Categories of Influence and Overlays relevant to the nominated BPS?
4. How does the Unique Selling Proposition address the Target Market's Unique Buying Motivations?
5. What are the most compelling alternatives to your BPS available to your Target Market?

(C) Marketing Activity

1. How does your marketing activity recognise the objectives of age-neutral marketing and / or age-silo marketing?
2. How is the question of "Age" addressed in a typical marketing brief?
3. What nomenclature decisions are evidenced within your marketing collateral?
 - Retirement
 - Retirees
 - Senior(s)
 - Mature Age
 - Elderly
 - (Age)+
4. What are the major media utilized in your Marketing ?
5. Is your internet site "50+ friendly" ?

What specifics illustrate this

- Font
- Colour
- Format
- Mouse Movement
- Navigation
- Content
- Technology

6. What is your social networking strategy for your target market?

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(D) Selling Activity

1. What are the major Selling Activities undertaken in concert with your Marketing Activity?

| <u>Activity</u> | <u>Frequency</u> | <u>By Whom</u> |
|-----------------|------------------|----------------|
|-----------------|------------------|----------------|

(E) Age-Appropriate Employees.

1. What specific initiatives are in place to ensure you attract, recruit, train and retain age- appropriate employees?

- Job Specification
- Person Specification
- Recruitment Advertising
- Recruitment and Selection activity
- Induction
- Learning and Development curricula
- Performance Appraisal
- Exit Interview.

2. What Talent Retention targets exist for age-appropriate employees, and how is achievement of target measured?

Important understanding

To verify answers to all questions within this Audit, evidence will be sought “ In support “ and “ In contradiction”.