



Marketing Team Performance Audit

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<h2>Team Structure & Roles</h2> <p>organization of the marketing team, including defined roles, responsibilities, and hierarchy</p>	<ul style="list-style-type: none"><input type="checkbox"/> Do all team members have clearly defined roles and responsibilities?<input type="checkbox"/> Are marketing team roles aligned with the company's strategic goals and objectives?<input type="checkbox"/> Is there a balance of skill sets (e.g., strategy, creative, analytics, digital)?<input type="checkbox"/> Are there any skill gaps that need to be addressed through training or hiring?
<h2>Goal Setting & Alignment</h2> <p>clear, measurable objectives</p>	<ul style="list-style-type: none"><input type="checkbox"/> Are team goals clearly defined and aligned with the overall business strategy?<input type="checkbox"/> Are individual performance goals aligned with team and company objectives?<input type="checkbox"/> Is there a system in place for regularly reviewing and adjusting goals?
<h2>Performance Metrics & KPIs</h2> <p>specific, measurable indicators used to evaluate the success</p>	<ul style="list-style-type: none"><input type="checkbox"/> Are key performance indicators (KPIs) tracked for individual campaigns and overall performance?<input type="checkbox"/> Do the KPIs align with business growth metrics (e.g., lead generation, customer acquisition, ROI)?<input type="checkbox"/> Is there a process for regularly reporting on marketing performance to stakeholders?
<h2>Collaboration & Communication</h2> <p>how team members work together, share information, and coordinate efforts</p>	<ul style="list-style-type: none"><input type="checkbox"/> Is the team collaborating effectively across departments (e.g., sales, product, customer service)?<input type="checkbox"/> Are internal communication tools and processes efficient for project management?<input type="checkbox"/> Is there clear communication between leadership and team members regarding expectations and feedback?
<h2>Skill Development & Training</h2> <p>ongoing growth of team members' abilities and knowledge</p>	<ul style="list-style-type: none"><input type="checkbox"/> Are team members regularly participating in professional development opportunities (e.g., workshops, courses, conferences)?<input type="checkbox"/> Are there up-to-date training programs to inform the team about industry trends and innovations?<input type="checkbox"/> Is a mentorship or coaching program in place to help team members grow?



Regular audits of your marketing team's performance are crucial for aligning efforts with business goals and ensuring success. Use this checklist to assess strengths, identify improvements, and create an action plan for optimization.





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<h2>Technology & Tools</h2> <p>software, platforms, and systems that support and streamline marketing operations</p>	<ul style="list-style-type: none"><input type="checkbox"/> Are the right marketing tools and platforms used (e.g., CRM, email marketing, analytics software)?<input type="checkbox"/> Is the team leveraging automation to optimize workflows and increase efficiency?<input type="checkbox"/> Are tools and technology fully integrated across marketing activities?<input type="checkbox"/> Is the team regularly reviewing and updating tools to ensure they align with evolving marketing goals and industry standards?
<h2>Innovation & Adability</h2> <p>ability to embrace new ideas, technologies, and methods</p>	<ul style="list-style-type: none"><input type="checkbox"/> Is the team consistently exploring new channels, strategies, and trends (e.g., AI, new social platforms)?<input type="checkbox"/> Are there processes in place to test new ideas and approaches?<input type="checkbox"/> Is the team adaptable and quickly responding to market changes or emerging opportunities?
<h2>Resource Management</h2> <p>allocation and oversight of financial and material resources to support marketing activities</p>	<ul style="list-style-type: none"><input type="checkbox"/> Is the marketing budget being utilized effectively and efficiently?<input type="checkbox"/> Are resources (people, time, tools) being allocated to high-impact projects?<input type="checkbox"/> Are cost-saving opportunities explored without sacrificing performance?
<h2>Campaign Execution & Delivery</h2> <p>implementing and managing marketing campaigns to achieve desired outcomes</p>	<ul style="list-style-type: none"><input type="checkbox"/> Are marketing campaigns being delivered on time and within budget?<input type="checkbox"/> Are post-campaign analyses conducted to evaluate success and identify lessons learned?<input type="checkbox"/> Is there consistency in delivering high-quality, branded content across channels?
<h2>Team Morale & Engagement</h2> <p>motivation, satisfaction, and commitment of team members to their work and goals</p>	<ul style="list-style-type: none"><input type="checkbox"/> Are team members motivated and engaged in their work?<input type="checkbox"/> Is the team culture supportive and conducive to creativity and productivity?<input type="checkbox"/> Is there a system in place to recognize and reward outstanding performance?



If you have any questions as you work through the checklist or need guidance on specific areas, book a complimentary 30-minute session with us to review.

