

DATE:

Marketing Touchpoint Audit

	Consistent Look and Feel									
	Scale 1-5// 1 = Poor, 5 = Great									
	Overall	Logo	Theme/Topic	User- Friendly	Organized	Cluttered/ Clean	Casual/ Formal	Homey/ Upscale	Tagline (Y/N)	Comments
Blog										
Newsletter										
Advertising										
Website										
Events										
Trade Shows										
Sponsorships										
PR - Media Kit										
Video										
Social Media Twitter LinkedIn YouTube Facebook Instagram										
White Papers										
Case Studies										
Merchandise/Swag										
Collateral Brochures Proposals Templates Report Covers Letterhead Business Cards										
Miscellaneous Expense Forms Payment Forms Checks Facility Signage Email signature lines Phone Messaging										