



THE CHURCH
OF ENGLAND

Diocese of St Edmundsbury
and Ipswich

How to prepare a marketing audit

When thinking about how best to promote your church/benefice a good place to start is to sit and have a look at everything you currently do.

You are probably doing a lot more than you think.

Different types of media

There are loads of different things that would be classed as promotion. Commonly these are broken down into five sections:

Personal selling – for example being personally invited to an event/activity and asking your congregation to promote your activities for you!

Direct mailing – this could be leaflets handed out in services, posting a leaflet through peoples letterbox, popping a leaflet inside another publication or asking a local retailer for example to pop a leaflet in their shopping bags or inside the menu in a local café. Dropping in leaflets to the local school for pupils school bags.

Advertising – traditional advertising in a magazine, newspaper, radio, bus backs require creatively designed advert to catch the eye. Posters on noticeboards, for schools, for local shops and town noticeboards. Social media promotion and produce adverts on social media which can be boosted with paid for promotion on line.

Public Relations – writing a press release and sending it to local publications for free publicity. See our help guide on writing a good press release available on our website.

Sales Promotion – highlight if an activity is free – or includes free drinks or food, consider offering parents/carers come free, or discounts for siblings. Consider including entry to a competition or prizes will be offered. Using financial and non-financial incentives can really work!

Advertising	Public Relations	Sales Promotion	Direct Marketing	Personal selling
Radio	Social media/tweets	2 for 1 deals	Leaflets with coupons directly sent to a customer	Telesales
TV	Viral internet campaigns	Coupons		Shop assistance
Cinema	Planting information in the news	Product samples	Emails	Meetings
Billboards	Charitable contributions and resulting news	Displays at the point of sale	Promotional letters sent directly to you	Sales presentations
Magazines	Seminars	Buy this – get this free (BOGOF)	Catalogues sent directly to you	Talks
Transport ads	TV/radio presentations	Discounts		Demos
Brochures	Giving speeches	Exhibitions		Chats
Catalogues	Sponsorship			Body language.
Signage: noticeboards, displays, posters	Celebrity endorsement			
Product placement				
Pay Per Click ads				
Online banner ads				
Facebook boosts				

Resources

Having made a list of what you are doing and perhaps even collected some samples in front of you, then you can think about what they cost and who is supporting the production of the items.

We have produced a handy table for you to complete to help list out what you are currently doing. See our [How to? Marketing audit Template](#).

Branding

Having made a list of activities being carried out you may want to access whether they all look like they are coming from the same place. Do they have a Benefice logo or a church logo? Do they have the Diocesan or Church of England logo on the back? Do they have the same font?

Presenting a uniform image to your community will help people to identify you quickly and easily.

Assessment

An important but sometimes difficult part of the audit needs to include an assessment/appraisal of the quality standard of the materials that people in your communities might see.

You could mark each of your communication activities out of 10 for a series of aspects such as:

- Is the item clearly marked and branded as part of your church/benefice?
- Is the item clearly marked Church of England?
- Is it high quality?
- Is it content cluttered?
- Is content easy to read?
- Is there a clear call to action – what you want people to do....ring you, come along, etc
- Is the design consistent with other items?
- Is it clear who the item is for?
- Is it accessible to your target audience?
- Is it old and out of date?

Depending on what you are trying to achieve, this analysis can really help you decide which activities you may be able to do better using new technologies or which can be combined without a huge impact on achieving the objectives.

Be honest yet try to avoid upsetting the person who has produced the items (particularly where they have done so for many years).

This information should help you review your activities. The next step is to consider your whole communications planning and you may wish to look at the How to? on communication planning available on our website.

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