**Sample Marketing Audit Table**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Church/Benefice**  | **Communication Channel/type** | **Audience (congregation, PCC, Public)** | **Quantity produced** | **Who produces it? Who contributes?** | **Frequency** | **Budget Cost** | **Goals/future development** |
| All Benefice | Prayer Diary | Congregation and PCC | Printed xyz copies, distributed by xyz |  |  |  | Develop an electronic calendar version |
|  | Website | Congregation and PCC - potential to reach new audiences | Online |  |  |  | Potential to reach new audiences |
|  | Benefice Facebook page | Congregation and PCC  | Online |  |  |  | Potential to reach new younger audiences |
|  | Benefice Facebook Live Broadcasted Services | Congregation and PCC | Online |  |  |  | Potential to reach new audiences |
|  | Newsletter | Congregation and PCC | Printed xyz copies, distributed by xyz |  |  |  |  |
| Church 1 |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| Church 2 |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| Church 3 |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| **New opportunities** | Instagram |  |  |  |  |  |  |
|  | Twitter |  |  |  |  |  |  |
|  | Follow and comment on community Facebook feeds |  |  |  |  |  |  |
|  | Invite a friend leaflet |  |  |  |  |  |  |
|  | Follow up invitation to a wedding couple/christening family |  |  |  |  |  |  |
|  | Cross selling leaflet i.e. for Messy church parents with older children to advertise a youth project |  |  |  |  |  |  |
|  | Leaflets for a shop noticeboard/window display |  |  |  |  |  |  |