

AUDIT



Assignment 1 : Audit

Audit Guidance - Assignment Overview.

Audit Guidance

- What is an Audit?

- NOUN

1. An official inspection of an organization's accounts, typically by an independent body.

NB: You are to examine an Organisation's Online Presence! (NOT ACCOUNTS!)

Audit Guidance

- Primary Purpose of an AUDIT is to FORM AN OPINION ON AVAILABLE INFORMATION - - Pass Judgement to Aid Further Success!



Audit Guidance

- Purpose of an Audit:
- Establish the adequacy / suitability of the 'product'
- Determine Effectiveness of a 'product'
- Create possible Opportunities for Development.
- Aid Problem Solving.
- Establish greater capabilities within an organisation.

Audit Guidance

- Components for an Audit
- A successful audit should be:
- **Comprehensive** = It should look at all the issues of a business / product area.
- **Systematic** = It should involve an orderly set of steps.
- **Independent** = It should not be influenced by those who are directly involved in the current provision.
- **Periodic** = It should be conducted with regular frequency.

Audit Guidance

- 5 C's of AUDIT WRITING :
 - Criteria (what should be).
 - Condition (the current state).
 - Cause (the reason for the difference).
 - Consequence (effect).
 - Corrective action plans/recommendations.



(REF: Internal Auditor 2018)

Audit Guidance

- **Inputs** - - Nature of the Business / Organisation - Product Focus
.....Strategies and Policies related to Online Marketing Actions --
Consider the INTERNAL and EXTERNAL Environment - - -What the current
TRENDS? *Is the company addressing these?*
- **Processes** - - Online Functions..... Note all 'Online' Processes /
Functions as part of the organisation and then state what particular area
you are focussing on linked to the assignment (A,B or C)
- **Outputs** - - Reflective Findings Information - Consider the Organisation's
levels of effectiveness in the area of Online Marketing (Visitor Targeting
/ Business Merits) - **Your Analysis / Appraisal....**
- **Outcomes** - - Recommendations for Improvement - - Future ' Periodic'
Review / Reflection ...?

Audit Guidance.

MARKETING AUDIT Definition:

- The Marketing Audit refers to the **comprehensive, systematic, analysis, evaluation and the interpretation of the business marketing environment**, both internal and external, its goals, objectives, strategies, principles to ascertain the areas of problem and opportunities and to recommend a plan of action to enhance the business' marketing performance.



- Pointers for Drafting an Audit:
- 1) Be Clear on your objective(s) - -Refer to Assignment Brief - - NB: Increasing Market Share - Addressing Crisis (Post Covid).
- 2) Provide an overview of the key functions / processes linked to the online presence (A,B,C) - ONLINE INVENTORY - -Note Past / Present Provisions / Benefits / disbenefits in provision. Strengths / Weaknessess....Consider provisions with respect to competition...
- 3) Analyse the Inventory / Information Available and Draw Conclusions (Good / Bad / Indifferent) - - Provide points on what to maintain and what could be considered for significant CHANGE.
- 4) When drafting your Recommendations - - keep in mind the original objectives . Set ideas which are Short, Mid and Long Term. Ensure ideas are SMART! Plan for CHANGE! Benchmarking / KPIs.....
- CHANGE = Identify what needs to alter / be improved in existing provisions - -
- Identify GAPS . Are there any opportunities to Optimise and Refresh Online Pages..

Types of Pointers to Consider

digital marketing audit

social media channels

WHO	CHANNEL	WHAT	FREQUENCY	PERFORMANCE	OPPORTUNITY
Company	Facebook	* Types of content * Dominant type * What does well?	* Avg. # posts per month * Consistent? (e.g. are there 12 one month, 26 another?)	* Average # likes per post * # of likes on most popular * # of posts with 40 or more likes	* e.g. (more hashtags, mentions, particular type of content)
	Twitter	* Types of content * Dominant type * What does well?	* Avg. # posts per month * Consistent? (e.g. are there 12 one month, 26 another?)	* Average # likes per post * Average # retweets per * # of likes/RTs on most popular * # of posts w/ 5 or more	* e.g. (more hashtags, mentions, particular type of content)
	Instagram	* Types of content * Dominant type * What does well?	* Avg. # posts per month * Consistent? (e.g. are there 12 one month, 26 another?)	* Average # likes per post * Average #comments per * # on most popular * # of posts w/ 20 or more likes, comments &/or shares	* e.g. (more hashtags, mentions, particular type of content)
CEO	Instagram	* Types of content * Dominant type * What does well?	* Avg. # posts per month * Consistent? (e.g. are there 12 one month, 26 another?)	* Average # likes per post * Average # retweets per * # of likes/RTs on most popular * # of posts w/ 5 or more likes or retweets	* e.g. (more hashtags, mentions, particular type of content)

Assignment - OPTION A

Audit Option A:

If you select to audit the site's website, it is important to fully investigate its online presence – specifically with respect to:

- i) Detailing Core Information – (available attraction information / product focus / online heritage interpretation – virtual tours / digital interaction.....)
- ii) Website Functionality – (ease of access)
- iii) Website Design and Development – (engaging public interest)
- iv) Communication Style and Approach – (effectiveness of communication / levels of interaction)
- v) Target Audience – (visitor profiling)
- vi) Marketing Merits – (marketing mix / theming / branding.....)
(Evidence of Online Marketing Strategies)
- vii) Interactive Capabilities of Website(s) – (booking options / purchasing options / collaborative + partnership links)
- viii) Competitor Analysis – (comparison of online presence)

PLUS CONCLUSIONS + 3 x RECOMMENDATIONS

Assignment - OPTION B

Audit Option B:

If you select to audit the site's Social Media Platforms, it is important to fully investigate its online presence – specifically with respect to:

- i) Detailing Core Information – Social Media Platform Types : (available attraction information / product focus / online heritage interpretation – pictures, images, virtual tours / digital interaction.....)
- ii) Social Media Pages' Functionality – (ease of access / levels of Interaction from posts - likes / shares / connections)
- iii) Social Media Pages' Design and Development – (engaging public interest)
- iv) Communication Style and Approach – (Social Media Campaigns : appeal and effectiveness of messaging / frequency and nature of posts / industry 'sharing' options)
- v) Target Audience – (visitor profiling)
- vi) Marketing Merits – (marketing mix / theming / branding.....)
(Evidence of online marketing strategies)
- vii) Interactive Capabilities of Social Media Platforms – (links to website / booking options / purchasing options / collaborative + partnership links)
- viii) Competitor Analysis – (comparison of online presence)

PLUS CONCLUSIONS + 3 x RECOMMENDATIONS

Assignment - OPTION C

Audit Option C:

If you select to audit the site's **Online 'Digital Innovation'**, it is important to fully investigate its online presence – specifically with respect to:

- i) Detailing Core Information – Digital Experience Types : (Virtual Reality – VR / Augmented Reality – AR / 3D Design and Imagery - - - - immersive + interactive displays)
- ii) Digital Experiences' Functionality – (ease of access / levels of interaction by the user / visitor connections)
- iii) Digital Innovation Design and Development – (engaging public interest)
- iv) ICT Approaches – (appeal and effectiveness of digital platforms.... / variety of technology based experiences)
- v) Target Audience – (digital users – visitor profiling)
- vi) Marketing Merits – (digital platforms capacity to market / promote / enhance the heritage product)
- vii) Interactive Capabilities of Digital Innovations – (collaborative + partnership links)
- viii) Competitor Analysis – (competitors' online presence)

PLUS CONCLUSIONS + 3 x RECOMMENDATIONS

THE AUDIT PROCESS - - WHAT TO LOOK FOR ... Think about !

- Persuasive Language Style in Campaigns - Key Words (Brand?)... ‘Voice’ / ‘Tone’ Consistency..... Marketing Key Word Searches for company / Product Online.
- Accuracy of Information Presentation Online - - Product Information .
- Simplicity of Searching (Finding Website - S.Media / Digital Platforms/ Company Information / Brand Imagery)
- FLOW of Online+ Marketing Information - Consistency / User Friendly Info / Online Updates = Date - Times of Posts.
- Positive Links to Other Areas of The Business - - -Products / Social Media / Sales - Ads / AR - VR
- Links to Communication Posts - Blogs- - -Regularity of Posting - - *posts per day / updates?? (Regular and Consistent)*
- Effectiveness of Reaching the AUDIENCE - - Visitor Profiling / Customer Traffic - Demographics - Segements.... Visitor Engagement with posts (LIKES) , Video Post Views - Best and Worst Marketing and online visitor engagement / reactions...
- Website / Social Media / Digitalisation - - Metrics + Analytics - - Eg; Followers / Friends on Social Media / Sites...
- Comparisons - Competitors’ Online Presence - - Better / Worse? Competitor Analysis / Sustainability
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Audit Guidance

- Write Up Considerations :
- Review TASK - - (Adhere to this - - REMIT / OBJECTIVES !) SELECT EITHER A, B OR C
- Adapt to Scenario - 'Heritage Consultant'
- Introduce the CASE (can also refer to other cases - best / worst case examples).
- Ensure to write in REPORT FORMAT! - -An Audit is a Report - with lots of short KEY sections / bullet points.
- Tables / Images are acceptable.
- Meet Word Count - - + / - 10% - - (2500 Words)
- REFERENCES MUST BE IN HAVARD FORMAT - - there should be a mix of Heritage / Cultural Based REFs , Plus Practical Case Study / MGT based resources.
At Least 6x Heritage Based Texts Required!
- *Ensure to have clear FLOW - Intro (Case Study - Crisis: C19 - Task Remit) - Main Body (Key Discussions) - Conclusion / Recommendations (Summative Review of Findings + 3 x Recommendations.*