



2012 Travel Agent Marketing Plan Audit

Please print out this document and keep it for your records as you build your

2012 Marketing Plan

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| 1. Did you work from a written 2011 Marketing Plan? | Yes | No |
| 2. Are you satisfied with the results your 2011 Marketing Plan produced? | Yes | No |
| 3. Do you have a written mission statement? | Yes | No |
| 4. Do you feel your mission statement is clearly articulated and understood? | Yes | No |
| 5. Did you do a SWOT Analysis during 2011? | Yes | No |
| 6. Would you say you are passionate about helping other people plan their travel? | Yes | No |
| 7. Do you have a written statement of what makes your practice special? | Yes | No |
| 8. Do you feel you take a varied and creative approach to marketing? | Yes | No |
| 9. Have any clients sent you a “thank you” note for your services this year? | Yes | No |
| 10. Do you think value is more important than price to your clients? | Yes | No |
| 11. Do you clearly understand the difference between features and benefits? | Yes | No |
| 12. Did you increase the number of clients you serviced during 2011? | Yes | No |
| 13. Do you interview and explain your services to new clients clearly? | Yes | No |
| 14. Do your clients view you as highly reliable and trustworthy? | Yes | No |
| 15. Do better than 80% of your clients repeat travel with you? | Yes | No |
| 16. Do you have a written marketing budget? | Yes | No |

17. Do you have an ongoing Public Relations program?	Yes	No
18. Did you distribute any press releases on your travel practice this year?	Yes	No
19. Did you speak in front of a group about travel this year?	Yes	No
20. Did you write any articles about travel this year?	Yes	No
21. Do you participate in any business networking groups?	Yes	No
22. Do you participate in any volunteer activities?	Yes	No
23. Do you have a regular newsletter to your clients?	Yes	No
24. Did you write each of your clients a letter or note this year?	Yes	No
25. Do you have a blog or a website?	Yes	No
26. Do you participate in any social media efforts?	Yes	No
27. Did you do any advertising in print or otherwise this year?	Yes	No
28. Do you conduct periodic reviews of your own marketing materials?	Yes	No
29. Do you cross-market with any other retailers in your area?	Yes	No
30. Do you have a successful group leader program?	Yes	No
31. Do you have a niche market as a part of your product/service mix?	Yes	No
32. Do you work off of a written marketing calendar?	Yes	No
33. Have you done a written survey of your competition?	Yes	No
34. Do you have a professional email address with your own domain?	Yes	No
35. Do you have a professionally designed logo?	Yes	No
36. Is your visual branding clearly & consistently appearing on all collateral?	Yes	No
37. Do you know an individual in at least 90% of the suppliers you use?	Yes	No
38. Do you have testimonials from at least five clients?	Yes	No
39. Do you have a written Word of Mouth marketing program?	Yes	No

40. Have you asked at least 50% of your clients for referrals this year?	Yes	No
41. Do you have client profiles on at least 90% of your clients?	Yes	No
42. Is it easy for your clients to reach you by telephone?	Yes	No
43. Do you know your client's birthdays, anniversaries, or other special days?	Yes	No
44. Have you sent a holiday card this year to at least 90% of your clients?	Yes	No
45. Did you read marketing articles and advice at least once a week?	Yes	No
46. Do you spend at least one hour each week reviewing marketing?	Yes	No
47. Do you feel that you are the one in charge of your client relationships?	Yes	No
48. Do you participate in a peer travel agent community locally or online?	Yes	No
49. Have you surveyed your clients to determine if they are happy with you?	Yes	No
50. Have you taken a sales and/or marketing course this year?	Yes	No

Total Number of questions answered "Yes": _____ X 2 = _____

This is your Preliminary Marketing Plan Audit Score. The higher the score, the better positioned you are in your marketplace. Hang onto this document for purposes of continual evaluation of your 2012 marketing plan.

Each day for the rest of this year, TRO will be assisting travel agents to build their 2012 marketing plan. Follow along and make 2012 your best year ever!

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