

**Complimentary Public Relations Audit from Dykeman Associates, Inc.
email to adykeman@airmail.net or fax to 214.528.0241**

Your Name

Email Address

Company Name

Type of Company

How many of your customers/clients in the last month referred you a new prospect?

How many of your clients/customers would you consider repeat customers in the past six months? (percentage of all customers)

What is your employee turnover rate during the past year? (discounting layoffs)

What percentage of your annual sales do you spend on advertising and public relations?

Have you ever had a public relations audit conducted by an outside firm? Yes No

What year?

Have you done annual follow-up audits to see if you are making progress? Yes No

To determine if your "brand" is strong, so/so, or unknown, answer this question. If you asked five favorite customers/clients to describe your organization, would the descriptions be about the same? Yes No

If the organization has more than three divisions (products or services), is part of your training in cross-selling? Yes No

Have you ever asked a happy client/customer to recommend your company to others who could use your services or products? Yes No

If so, how many in the past six months?

What means do you use to promote your company? (Check all that apply)

- | | | | |
|-----------------------------------|------------|----------------|-------------------|
| Print Advertising | TV ads | Radio ads | Web site |
| Trade Shows | Publicity | Special Events | Direct Marketing |
| Promotions | Speeches | Contests | Label Redemptions |
| Coupons | Email | Faxes | Networking Events |
| Emerging media (Blogs, WOM, etc.) | Banner Ads | Newsletter | |
| Other | | | |

Which medium brought the best results?

An analysis will be returned within a short time to help you decide if an audit will help devise a strategic plan to increase your visibility among your target publics.