Marketing Asset Management

Audit Scorecard

A 15-point compliance assessment for approved creative assets, dealer access, version control, and outdated asset removal

Dealer / Center Name	
Dealer Code	
Region / Zone	
Auditor Name	
Audit Date	
Cycle / Period	

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How to Use This Scorecard

This scorecard evaluates Marketing Asset Management compliance across 15 criteria grouped into 4 categories. For each criterion, circle a score from 1 (not in place) to 5 (fully embedded and sustained). Do not rate where you aspire to be — rate what you observe on the day.

Score Scale

Score	Level	What it means
1	**Not in place**	Standard does not exist or has never been implemented at this dealership.
2	**Attempted**	Some effort made but inconsistent — visible gaps remain in most areas.
3	**Defined**	Standard is documented and partially followed. Some areas compliant, others not.
4	**Managed**	Standard is followed consistently. Minor exceptions occur.
5	**Fully Sustained**	Fully embedded. Evidence of ongoing compliance between audits without prompting.

RAG Status Guide

Status	Overall Score	Action
Green	60–75 (80–100%)	Compliant. Maintain current standards.
Amber	38–59 (50–79%)	Improvement required. Structured action plan within 30 days.
Red	0–37 (0–49%)	Non-compliant. Priority intervention. Escalate to regional management.

AutoSmart Tip: Asset management audits should check what's actually stored on dealership computers, shared drives, and printed stock — not just what the central distribution platform shows as 'current'. Outdated local copies surviving alongside the latest version is the most common root cause of off-brand or expired material reappearing in showrooms.

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Scorecard

Circle a score 1–5 for each criterion. Record observations in the Notes column.

No.	Criterion / Question	1	2	3	4	5	Notes
ASSET AVAILABILITY & APPROVAL							
1	Are current brochures, creatives, and campaign guides for all active models and offers available to the dealership without delay?	○	○	○	○	○	
2	Have all locally used marketing assets (creatives, images, videos) been formally approved by the central marketing team before use?	○	○	○	○	○	
3	Are video and digital assets (product films, social content) provided in the correct format and resolution for the dealership's intended use (screen, social, print)?	○	○	○	○	○	
4	Is a complete campaign guide (usage instructions, placement requirements, do's and don'ts) provided alongside every asset pack?	○	○	○	○	○	
DEALER ACCESS & DISTRIBUTION							
5	Do relevant dealership staff have working access to the central digital asset library or distribution platform?	○	○	○	○	○	
6	Is a defined process in place for dealership staff to request assets not already available in the standard distribution pack?	○	○	○	○	○	
7	Are asset downloads or distributions logged, allowing the marketing team to confirm which dealers have received current materials?	○	○	○	○	○	
8	Is technical support available to dealership staff who encounter issues accessing or using distributed digital assets?	○	○	○	○	○	
VERSION CONTROL							
9	Is each asset clearly labelled with a version number or date, allowing staff to confirm they are using the current version?	○	○	○	○	○	
10	Is there a single source of truth (one platform/folder) for current assets, rather than multiple unsynchronised distribution channels?	○	○	○	○	○	
11	When an asset is updated or superseded, is the previous version automatically removed or clearly marked as outdated in the distribution platform?	○	○	○	○	○	
OUTDATED ASSET REMOVAL & GOVERNANCE							
12	Are dealership staff notified proactively when an asset they have previously used becomes outdated or is withdrawn?	○	○	○	○	○	

13	Is a routine audit conducted of dealership-held marketing assets (local drives, printed stock) to identify and remove outdated material?	○	○	○	○	○	
14	Is asset usage compliance (correct version, approved use) checked during routine showroom or campaign visits?	○	○	○	○	○	
15	Is a documented asset retirement process followed when a model, campaign, or offer is discontinued?	○	○	○	○	○	
OVERALL SCORE →	/ 75 = %						

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Category Summary & RAG Status

Transfer category totals from the scorecard. Assign RAG status and record the priority action for each category.

Category	Score	%	RAG	Priority Action
Asset Availability & Approval	/20			
Dealer Access & Distribution	/20			
Version Control	/15			
Outdated Asset Removal & Governance	/20			
OVERALL SCORE	**/75**			

Sign-Off

Auditor Name	
Auditor Signature	
Date	
Marketing Manager Name	
Marketing Manager Signature	
Next Audit Date	

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Action Plan Tracker

Marketing Asset Management — Gap Closure Framework

A structured four-stage workflow to assign, track, verify, and close Marketing Asset Management non-compliances

Dealer / Center Name	
Dealer Code	
Region / Zone	
Audit Cycle / Period	
Tracker Owner (ASM / ZSM)	
Date Opened	
Target Close Date	

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How to Use This Tracker

This tracker is designed to be completed immediately following a Marketing Asset Management audit. Every non-compliance recorded must be logged here as an action item and progressed through all four stages before it is considered resolved.

Four-Stage Workflow

1. PENDING	2. IN PROGRESS	3. COMPLETED	4. APPROVED
Finding assigned. Owner & date set.	Work underway. Evidence being gathered.	Dealer submits evidence for review.	Auditor verifies and closes the item.

Stage Rules

Stage	Actioned by	Required action	Evidence required
PENDING	ASM / Auditor	Assign a named responsible party. Set a close date. Log the non-compliance description.	No evidence required at this stage.
IN PROGRESS	Marketing Asset Management / Dealer Team	Begin remediation. Update status. Upload progress evidence as work is completed.	In-progress photos, supporting documents, records.
COMPLETED	Marketing Manager	Mark item complete and submit for review. Evidence must be attached before submission.	Photo of rectified item, signed procedure, supporting evidence.
APPROVED	ASM / ZSM / Auditor	Review evidence. Verify compliance on next site visit if required. Approve and close.	Auditor sign-off. Date of verification recorded.

Tracker Summary

Fill in after completing each audit cycle.

Stage	Description	Count	Notes
PENDING	Not yet started		
IN PROGRESS	Work underway		
COMPLETED	Awaiting approval		
APPROVED	Verified & closed		

AutoSmart Tip: With AutoSmart Audit, every non-compliance is automatically converted into an action item at the point of audit — with owner assignment, close dates, evidence upload, and a four-stage approval workflow built in. No spreadsheets. No manual follow-up.

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Action Plan Tracker

Log every non-compliance from the audit below. Progress each item through all four stages before closure.

STAGE — PENDING

Ref	Non-Compliance / Gap Description	Category	Responsible Party	Target Date	Status	Evidence / Notes
P-01						
P-02						
P-03						
P-04						
P-05						
P-06						
P-07						
P-08						
P-09						
P-10						

STAGE — IN PROGRESS

Ref	Non-Compliance / Gap Description	Category	Responsible Party	Target Date	Status	Evidence / Notes
I-01						
I-02						
I-03						
I-04						
I-05						
I-06						
I-07						
I-08						

STAGE — COMPLETED

Ref	Non-Compliance / Gap Description	Category	Responsible Party	Target Date	Status	Evidence / Notes
C-01						
C-02						

C-03						
C-04						
C-05						
C-06						

STAGE — APPROVED						
Ref	**Non-Compliance / Gap Description**	**Category**	**Responsible Party**	**Target Date**	**Status**	**Evidence / Notes**
A-01						
A-02						
A-03						
A-04						
A-05						
A-06						

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Cycle Sign-Off

To be completed once all action items in this cycle are Approved. Both the Marketing Manager and the Regional Auditor must sign.

Dealer Principal Name	
Dealer Principal Signature	
Regional Auditor / ASM Name	
Auditor Signature	
Date of Review	
Next Review Date	

Cycle Notes
