Marketing Campaign Execution

Audit Scorecard

A 15-point assessment of campaign rollout timing, dealer-side execution, and reporting discipline at the point of activation

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 Campaign Execution 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: Execution audits are most valuable in the first 48–72 hours after campaign launch, when rollout gaps are still fixable. Auditing execution only at campaign close turns this into a compliance record rather than an operational tool — by then, missed activation windows can no longer be recovered.

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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
ROLLOUT TIMING & DEALER PARTICIPATION							
1	Was the campaign activated at the dealership within the rollout window specified by the central marketing team?	○	○	○	○	○	
2	Did the dealer confirm participation and readiness ahead of the campaign go-live date, rather than activating reactively after launch?	○	○	○	○	○	
3	Were all campaign-eligible departments (sales, service, parts, as applicable) briefed and activated in parallel, not just the lead department?	○	○	○	○	○	
4	Is a rollout completion confirmation submitted by the dealer to the marketing team within the required timeframe?	○	○	○	○	○	
POSM PLACEMENT & OFFER COMMUNICATION							
5	Is POSM placed in the exact locations specified in the campaign rollout guide, not substituted with prior campaign positions?	○	○	○	○	○	
6	Are all required POSM elements (banners, standees, counter cards, digital assets) present, with none missing from the kit?	○	○	○	○	○	
7	Is the campaign offer being communicated to customers using the approved script or talking points, rather than an informal paraphrase?	○	○	○	○	○	
8	Are staff able to correctly state the offer validity period and eligibility criteria when asked during the visit?	○	○	○	○	○	
DIGITAL ALIGNMENT & LEAD CAPTURE							
9	Is the campaign live on the dealership's local digital channels (social media, WhatsApp broadcast, local website page) within the rollout window?	○	○	○	○	○	
10	Are QR codes, landing pages, or digital lead forms associated with the campaign tested and functional at the dealership?	○	○	○	○	○	
11	Are campaign-generated leads tagged correctly in the CRM to allow accurate attribution and reporting?	○	○	○	○	○	
12	Is campaign-specific stock or inventory (if applicable) correctly flagged in the system before the campaign goes live?	○	○	○	○	○	
EXECUTION REPORTING							

13	Is daily or weekly execution status (POSM placement, lead volume) reported to the regional marketing team as required?	○	○	○	○	○	
14	Are execution gaps (delayed rollout, missing POSM) flagged and resolved within the campaign period rather than only noted in the post-campaign review?	○	○	○	○	○	
15	Is photographic evidence of campaign activation (POSM placement, showroom setup) submitted as required by the rollout guide?	○	○	○	○	○	
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
Rollout Timing & Dealer Participation	/20			
POSM Placement & Offer Communication	/20			
Digital Alignment & Lead Capture	/20			
Execution Reporting	/15			
OVERALL SCORE	**/75**			

Sign-Off

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

Action Plan Tracker

Marketing Campaign Execution — Gap Closure Framework

A structured four-stage workflow to assign, track, verify, and close Marketing Campaign Execution 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 Campaign Execution 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 Campaign Execution / 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
