

# Marketing Performance Audit

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Growth has stalled. Competitors that used to lag behind are now leading. Marketing activities that used to work are no longer effective.

Sound familiar? If so, these are all signs that your organization's marketing performance is in decline. Often, our clients recognize this is happening, and try to reverse the situation with a new magazine ad, email campaign or even a re-launch of their website. The problem with this approach is that unless you know what is causing the decline, you can't fix it. At best, a new website temporarily masks the problem. At worst, it uses up time and money with no effect.

The Marketing Performance Audit is a cost-effective way to identify the issues that are hindering your marketing performance and what you can do to address them. Armed with this knowledge, you can make the right decisions about where to allocate your resources so you can quickly reignite your growth, get back in the lead and optimize all of your marketing activities.

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## The Four Steps To Improve Marketing Performance

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### Situational Assessment

- Current performance vs. Objectives (e.g. revenue, earnings, lead generation and/or conversion, average deal size, stock price, etc.)
- Products and services being marketed
- Customers and other stakeholder audiences
- Key competitors

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### Sales Cycle Analysis

- Length
- Gatekeepers, influencers, decision makers
- Entry points (i.e. where do leads come from? Who initiates the cycle: the sales group or the customer? etc.)
- Sales tools used
- Sales tools missing

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### Marketing Fit-Gap Analysis

- Collateral—identify gaps with regards to targeted audiences and the sales cycle, and audit content against product and/or messaging documents
- Website—identify gaps with regards to targeted audiences and the sales cycle, and audit content against product and/or messaging documents
- Lead generation and other programs—purpose and effectiveness
- Brand—management across media and programs; high-level perception gaps

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### Recommendations

- Program gaps (new programs required, execution, target audiences, etc.)
- Sales cycle support
- Messaging consistency
- Brand effectiveness
- Other opportunities to enhance overall marketing performance

## The Marketing Performance Audit Process

**The Marketing Performance Audit is a four-step process. In the first three steps, we work with your marketing, sales and executive teams to get multiple perspectives of the issues your organization is facing. This ensures that we understand your organization, its culture and objectives, and that we can uncover any internal disconnects that may be causing bottlenecks. In the fourth step, we create and present a final report that explains what you are doing right and what's going wrong, how to fill your marketing gaps, and opportunities we've uncovered to optimize your overall marketing performance.**

*For more information or to book your audit, call (403) 242-4600*