



Comprehensive Marketing Audit

The goal of the marketing audit is to provide neutral third-party insights that can identify ways to improve ROI of your marketing budget. We've been able to assist companies with increasing sales by 30%.

Benefits

- Recommendations for cost efficiency
- Set KPI benchmark goals for 2024 (high-level and channel-specific)
- More transparency in performance of last 12 months of performance
- Get ideas to build and track brand equity
- Increase confidence in overall plan for 2024

Areas Evaluated

- Team expertise
- Workflow & processes
- Brand touchpoints
- Measurement (Evaluate web tracking, KPIs, goals and overall reporting)
- Marketing and sales solutions (channels, software, strategies)
- Campaign execution

Deliverable

Industry and competitor research

Meetings to discuss current plan, workflow and team resources

Document providing 360-degree analysis that includes specific recommended actions for improvement and suggestions for implementation in 2024

Cost

\$2,000 (Two payments of \$1,000)

50% up front and 50% when the report is delivered

