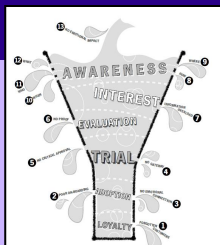


# TOUCHPOINT LEAK™ ASSESSMENT



## CREATE YOUR OWN PRIORITY MARKETING ACTION PLAN

Marketing actions in the order that will deliver profitable, sustainable results

## Find out where your business is leaking profit – and how to fix it

Your Touchpoint Leak™ Assessment looks at your customers' buying journey and identifies where you might be leaking profit – because your marketing is missing steps.

### After the assessment, you will have:

- ✓ A clear understanding of where money is being wasted
- ✓ A clear idea of where customers might be being lost
- ✓ A list of enhancements in priority order
- ✓ A detailed report on how to address these leaks
- ✓ An action-plan with ideas to step up your profits within 12 months

### What's involved?



- A detailed conversation to gather key information – about half a day of your time.
- A professional assessment of one customer journey against our unique and proven Touchpoint Leak™ framework. You will be asked to assess each leak against a traffic light rating scale.
- A final report assessing your leaks, in priority order, and workable ideas for your top three leaks and at least one idea of each of the other leaks.
- Suggestions for other marketing issues that need to be addressed and recommendations for next steps.

### SNAPSHOT

**Fixed price** – £2,250 + VAT

**Quality assured** – includes full peer review within the Watertight Marketing Expert Network

**Duration** – report typically within 1 month

**Approach** – in person and desk research

**Output** – an expert assessment of your business against the Touchpoint Leak™ framework.

**Bonus** - a 30-minute accountability follow-up at an agreed time after the report.



We recently had a Touchpoint Leak Assessment and it was amazing, I would highly recommend any company do the same.

We talked about our current marketing and what we would like to achieve. The consultants went away and came back with 13 profit leaks fully assessed.... with solutions for each stage.

*Gildas Jones, Dial a Geek*

## Why would you want a Touchpoint Leak Assessment?

This is a powerful and flexible diagnostic tool, that people typically use in the following contexts:

- You have a product or service that you don't think is selling as much as it should, and you want to know why.
- You know you're onto something and you want to scale your sales in a way you can manage.
- You have a particular group of customers that don't seem to be responding to what you're offering.
- You are ready to make some investments in your marketing and you want to put your ideas into a sensible sequence.
- You're about to put some energy into your marketing and you want to set a benchmark to use as a way of motivating and tracking your progress over time.
- You want a progress review on the tweaks you've made since your last assessment.

IDENTIFY YOUR MARKETING PROFIT LEAKS						
Assess your business against the Top 100 Touchpoint Leaks by Bryony Thomas						
STEP	LEAK	ASK	YES	NO	DK	SEZ
1	LOYALTY IS CONSISTENT	FORGOTTEN CUSTOMERS				
		Do you have consistent customer communications that proactively address customer needs?				Chapter 2 Chapter 6 Workbook 2 p.12
<b>Key Identified Fixes</b>						
<b>No Emotional Connection (Leak #3)</b>						
<b>Definition:</b>	Limited personality or human touch in visuals and written style. Inconsistencies in experience across the organisation.					
<b>Observations:</b>	The new visual identity has a great strap line that will help. Abridge needs to highlight its people, and its customers as real people. There may also be inconsistencies in the way different people in the team talk about the business, e.g. relationships with growers.					
<b>Simple fixes:</b>	<ul style="list-style-type: none"> <li>Visual identity: Complete visual guidelines to bring in all styles required for CSS.</li> <li>Tone of voice: Create a set of tone of voice guidelines to accompany the new visual identity. Include bibliography if common spellings, etc.</li> <li>Common language: Collate key stories, or ways of describing, unique aspects of the business, e.g. relationships with buyers, family business, etc.</li> <li>Common language: Prepare internal guides on technical descriptions that are often requested.</li> <li>Real people: Have blog posts by-lined by real members of your team.</li> <li>Real people: Collate photography and friendly biographies on team members. Include personality element like favourite plant.</li> <li>Team knowledge: Include all these materials in an induction process for new starters and run regular internal workshops to share knowledge and keep them updated.</li> </ul>					
<b>Also consider:</b>	<ul style="list-style-type: none"> <li>Visual identity: Investment in set of MS Office Templates to ensure creation of consistent documentation.</li> <li>Real people: Prepare introductory videos on the members of the team, or the whole team, to show the family feel and real context of the business.</li> </ul>					

The report can be the starting point for a full marketing plan.

## About Watertight Marketing

Watertight Marketing is a powerful and practical methodology for putting into a growing business a marketing operation that supports long-term sales results. Developed over twelve years, and tested in over 200 companies, this unique approach was created by Bryony Thomas and captured in her award-winning book of the same name.

## Your consultant - Rachael Wheatley



Rachael is a director of Bluegreen Learning and an experienced consultant with 25 years' marketing and business development experience. Having worked in-house for various companies at a senior level, she set up her own business 6 years ago.

She is accredited with Watertight Marketing, a framework aimed at helping small businesses build long-term sales, which she uses into her consultancy work.



Rachael has a wealth of knowledge, experience, ideas and case studies to support her thorough understanding of marketing in professional services... I greatly value her expertise and insight.

*Head of Marketing, Actuarial Firm*

