

Marketing Audit

What is needed to establish a marketing operation that delivers long-term sales results for your business?

Your Marketing Audit will be tailored to your specific needs.

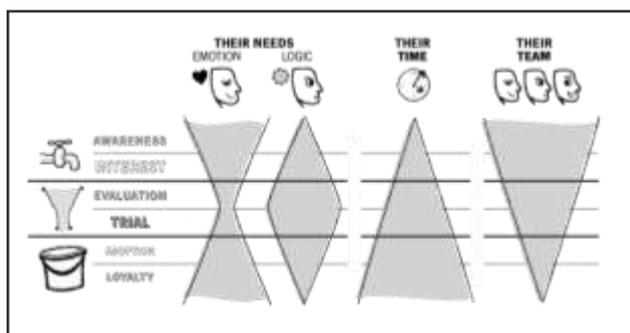
We will do what's needed to get you to a clear outline plan for marketing that equips you to step things up. But, here's a sense of what's typically covered:

After the audit, you will have:

- ✓ A clear understanding of what your marketing operation needs to deliver
- ✓ A clear view of the strengths and weaknesses of your current marketing operation
- ✓ An outline marketing strategy and 12-month plan for a thorough marketing transformation
- ✓ A list of enhancements in priority order
- ✓ A list of quick wins that can be undertaken immediately

What's involved?

- A detailed survey conducted online or in person to gather key information
- An end-to-end review of your marketing operation for up to three markets against the Thirteen Touchpoint Leaks™
- Interviews, in person or by phone, with key staff and suppliers to clarify findings as appropriate
- A half day presentation of findings and discussions of next steps
- A final report detailing findings, areas for further assessment recommendations, an outline marketing strategy and 12-month action plan with an indication of costs



SNAPSHOT

Fixed price – £5,000 + VAT

Duration – report within 1 month

Approach – in person and desk research as required

Output – a clear and costed action plan for building a marketing operation within the next 12 months

Bonus – quick wins report



What we didn't want was a lofty strategy document that meant nothing in practice, and the Watertight Marketing [methodology] definitely delivered on that. As a result, the business has grown three-fold.

Patrick Nash, CEO, Connect Assist



What's covered?

The initial audit will gather information and deliver outline findings against the following key focus areas:

- ❶ **Strategy:** Is your offering clear and compelling to a clearly identified audience?
- ❷ **Set-up:** What systems and processes do you need to deliver effective marketing?
- ❸ **Skills:** Do you have the right mix of current marketing skills at your disposal?
- ❹ **Suppliers:** What is the appropriate mix of expert suppliers for specialist tasks?
- ❺ **Activity and tools:** What sales tools and marketing activity do you need in place to meet your sales targets?

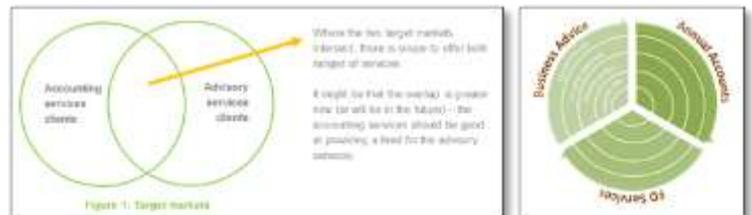
We would agree either to spread the time equally across these areas or to highlight some for more detailed consideration. This allows us to make use of any previous internal reviews or consulting outputs, and focus energies on areas less well explored or understood.

In your audit report

❶ Strategy: what are you selling to whom?

Key output – Audience mapping:

Preparation of an audience map that details sectors, industries and relationships. This can subsequently be used to clarify messaging. The audit will either take existing clear messaging and map it on to this framework, or highlight that clearer messaging is required.



❷ Set –up: what marketing infrastructure do you need?

Key output – Infrastructure snapshot:

A highlighted marketing system and process diagram with strengths and weaknesses identified and suggested investments where necessary. This covers key marketing assets, for example data, digital, brand, etc.

❸ Skills and ❹ Suppliers: what skills are needed to run this infrastructure?

Key output – Skills assessment:

Commentary and prioritisation of key skills (in-house and outsourced) for partnering, recruitment, training and/or development.

Discussion	Key issue	Recommendation
Marketing strategy	A few areas of blue-green Williams	• Consider an ongoing training style revolving with things like Learning, Experience Growth, You're rock
Marketing project management	Not clear enough understanding, and how to refer to it as an asset where possible	• Split up tasks and have out to separate team as possible • Review in 3 months to consider external support regarding employment & job-line resolution
Tactical marketing activities	Some previous exposure to various techniques, e.g. website design, adverts, Facebook, referrals, newsletters, etc.	• Which ones things can be done using in-house resources, & perhaps use of external resources

5 Activity and tools: what content and programme do you need to drive results?

Key output - Assessment: A review of the buying process for each key audience with a traffic light assessment of how well each stages is covered.

Key output - Actions: For each priority area, you will have at least one actionable suggestion for enhancements at each stage of the buying process.

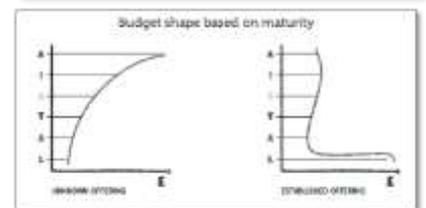
Key output – Activity overview: Mapping activities against audiences and the buying cycle to identify any gaps.

The report and findings will be used to develop an outline marketing strategy and 12-month action plan.

Within three months
The following key actions have been identified by a marketing audit and will drive results.

Order	Time to complete	Priority	Findings/Notes
1	3-6 months	High	Identify key audience segments and their needs. Review why business success should matter to you for business and why (the effect) and how you can influence it. Consider the benefits of using your audience, considering with the challenges business has faced and what support.
2	6-12 months	Medium	Map the buying process to audience, and consider relevant channels for the value. Review messages and content to your current theme and messaging strategy.
3	12+ months	Low	Identify a number of high-potential content themes. Develop a content plan around the needs of your audience. Consider the benefits - especially within the business - of the content available to you, the value of content, and the impact.

Activity	Phase	Audience	BUYING CYCLE			BUYING CYCLE		
			Identify	Engage	Convert	Identify	Engage	Convert
Advertising	1	1	✓	✓	✓	✓	✓	✓
Public Relations	1	1	✓	✓	✓	✓	✓	✓
Direct Mail	1	1	✓	✓	✓	✓	✓	✓
Telemarketing	1	1	✓	✓	✓	✓	✓	✓
Direct Mail	1	1	✓	✓	✓	✓	✓	✓
Direct Mail	1	1	✓	✓	✓	✓	✓	✓



Costs & Timings

A Marketing Audit usually takes at least three full days spread out over one month to complete. This is likely to include at least one full day with the client.

- The cost of an audit is £5,000 + VAT
- We would bill 50% in advance and 50% on submission of the final report

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.

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 and business development.... I greatly value her expertise and insight.

Head of Marketing, Actuarial Firm