

Marketing Audits | *Performance Management Portfolio*

One of the frequent challenges facing today's marketing department is the justification of budget and marketing ROI - both short term and long term. In many cases the concerns are legitimate. Surprisingly many marketing efforts or campaigns fail to perform.

Marketing strategy and implementation must contribute to the overall achievement of an organization's objectives. But marketing is not a simple or trivial pursuit - despite the many misconceptions that exist (see Tin Men or Glengary Glen Ross). Often, objectives are not achieved and competitors succeed despite weaker offerings. We can help to understand why.

Marketing Audits are systematic, disciplined assessments of marketing effectiveness and impact - relative to the external environment, internal capabilities, and the strategies and programs in place. If you suspect that marketing is not performing to expectations, an audit may provide you with the information and knowledge needed to make changes.

Our Approach

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The | Marketing | Works™ offers three levels of audit services:

a. Audit tools for those who wish to implement an "internal" audit or review. Our evaluation frameworks, checklists and questionnaires reflect best practices and 20 years of experience in developing and implementing marketing strategies and programs.

b. Full service audits for those clients who desire - or require, a completely arm's length, objective evaluation of marketing capabilities and effectiveness. Our comprehensive audit services are designed to address specific questions or issues facing our clients. We have conducted broad comprehensive audits on brands, marketing management performance and more targeted specific audits on communication materials and marketing sub-strategies.

c. Assisted Implementation for those organizations that seek to conduct an audit internally but desire an external objective perspective, we offer a hybrid process - assisted audit implementation. We provide you with the required audit tools, train your audit team, review the results and participate in the final audit presentation. You get the best of both worlds - effective, proven tools and assistance from T|M|W while still conducting most of the audit data gathering.

Benefits

T|M|W Marketing audits provides several benefits:

- **Better business results** - our Marketing Audits provide your organization with a view on the effectiveness and efficiency of your marketing efforts.
- **Better integration** - our approach ensures that your organization's marketing objectives and strategy will reflect the marketplace - significantly increasing the likelihood of success.
- **Results oriented** - by highlighting problems and discrepancies, areas of strength and weakness; our audit can assist your organization to develop marketing strategies that are aligned with the overall corporate strategy.
- **Resource utilization** - our Marketing Audits will provide your organization with a clearer understanding of the current skill set and future training and development paths required.

Better Marketing Performance