

Marketing ePortfolio

Your Guide to Evaluating Our Services

Probe for answers...

Marketing Diagnostic

Custom Tune-up for Market Performance Improvement

Our 10-point Marketing Diagnostic was developed to help clients:

- Uncover Marketing Weaknesses
- Increase Customer Satisfaction
- Improve Branding & Positioning
- Reduce Marketing Program Waste
- Focus Efforts for Better Results

Diagnose the problem...



Subject areas to be probed are tailored to meet the unique needs of each client.

Findings and suggestions for improvement are detailed in a list of actionable items.

Typical areas probed:

#1 CUSTOMERS

How clearly do you meet the needs of the customers that your product or service is intended to satisfy?

How precisely have you selected your target market; is it in the growth stage?

How are you monitoring customer satisfaction; are you clear about your company's strengths and weaknesses from your customer's perspective?

How well do you understand your customers' buying habits; do you know who influences your buyers?

#2 INDUSTRY

How well do you understand your industry; are there changes on the horizon that could affect your business; are you prepared?

#3 COMPETITORS

How much information do you have about your competitors?

Have you identified your direct and indirect competition; what are their weaknesses?

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#4 MARKETS

How well do you understand your markets – size, cycles, trends?

What is your segmentation strategy?

Is the rationale for your target market selection valid?

#5 PRODUCT / SERVICE

What are your strengths and weaknesses when compared to your competitors?

How effectively does your company introduce new products?

#6 DISTRIBUTION CHANNELS

How does your product get to the end user; are there other channels you could be using to broaden your distribution network?

#7 COMMUNICATIONS

How well do you communicate your company and product message; are you consistent?

How do you encourage customer feedback; how well do you respond?

#8 BRANDING & POSITIONING

How well are you building credibility for your brand?

Is your positioning strategy well defined?

Do you know how your customers view your products and service?

#9 PRICING

Do you have a good understanding of where your profits come from?

Are you using creative pricing strategies to attract and retain business?

#10 BUDGET

Is your budget realistic for achieving your marketing goals?

Are your planned marketing expenditures aligned with your goals?



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