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The InterActive Marketing Audit

Optimizing and leveraging your hidden and underutilized marketing assets.



InterActive Marketing Audit[©]

Prepared by Steven P. Haas CPC CPMC

At **Vivid Image**, we view marketing in an entirely different way than most firms. We believe that your organization *already possesses* a variety of hidden & underutilized marketing assets.

Throughout the course of the **Interactive Marketing Audit**, we'll help you identify those assets and show you how to optimize and leverage them to grow your business exponentially - across a variety of different marketing channels.

Assess

Through an initial needs assessment, we'll begin to understand your organization, it's mission, vision and values. Then we'll hone in on both your industry and your marketplace and ask specific questions about the vehicles and methodologies that make up your marketing mix.

Discuss

From there, we'll discuss the areas of your business that could benefit from further development. We'll make pertinent suggestions that will help you attract new prospects, convert them into customers and lock them down for life.

Recommend

If you'd like, we can even design you a customized strategy and implement a process that will get you the results you need. At **Vivid Image**, we don't believe in generic one-size-fits-all solutions - every organization is unique and one size doesn't fit all.

But you must be forewarned – this process is extensive, and in most cases even thought-provoking. It is highly likely that we'll leave a few questions unanswered, but the value of the process alone will (without a doubt) prove to be considerable to both yourself and your corporate marketing initiatives.

It will permit you to efficiently gather and organize comprehensive background information and allow you to share it quickly and easily with anyone involved in the ongoing development and evolution of your business.

The **Interactive Marketing Audit** will also open your eyes to a variety of new opportunities, so please, do yourself a favor and invest the time and effort needed to execute this audit to its' fullest extent.

And now, if we may - we'll begin with a few basic questions...

Industry Overview

- Tell us about your industry.
- What is your current industry climate?
 - Is your industry flat?
 - Is your industry on a downswing?
 - Are you experiencing an industry upswing?
- What are your primary market segments?
- Who are a few of your primary Competitors?
- What are a few of your parallel industries (if any?)
- What kinds of changes are taking place within your industry?
- What is the general industry outlook for the future?

Organizational Overview

- What is your company's history?
- What is your company's mission?
- What is your company's strategic vision?
- What are your company's immediate, horizon and long-range goals?
 - Immediate?
 - Horizon?
 - Long-range?

Current Condition

- Are you experiencing any of the following within your company?
 - Rapid Change?
 - Rapid Growth?
 - Slow Stagnant Growth?
 - Communications Challenges?
 - Customer Relations Challenges?
 - Under-performing sales people?
 - Less than desirable closing percentages?
 - Marketing efforts don't seem to be working?
 - Not using your existing technologies to their fullest extent?

Market Research

- What research capabilities does your company currently possess?
- What are the background and qualifications of your research team?
- Do they conduct market research on a frequent and regular basis?
- Do they conduct their market research both internally and externally?
 - Have you ever conducted focus groups?
 - Have you enrolled an industry advisory board?
 - Have you enrolled a consumer advisory board?
- To what extent are their findings used in honing the company's strategic direction?
- To what extent is your research (internal and/or external) used in sales forecasting?

Current Marketing Programs

- What marketing strategies are currently being deployed?
- Is there a formal marketing plan? How was it prepared - and by whom?
- Is there a formal branding strategy? How was it prepared – and by whom?
- Is there a formal communications plan? How was it prepared - and by whom?
- In what areas (of the strategic planning process) do you feel you could improve?

Tactical Marketing Initiatives

- What kinds of things are being done to surface new prospects?
- What kinds of things are being done to increase closing percentages?
- What kinds of things are being done to optimize your existing client base?
- Do you feel your company is fully optimizing its' current marketing efforts?
- Do you feel your company does a good job optimizing its current client base?
- Is there a vehicle for investor-relations – is it provided on a frequent & regular basis?
- What specific marketing tactics do you feel could immediately impact your company?

Hidden & Underutilized Marketing Assets

- Does your company possess any of the following marketing assets?
 - Good Location?
 - Strong Reputation?
 - Abundant Technologies?
 - Unique products or services?
 - Special knowledge or expertise?
 - Sustainable competitive advantage(s)?

Web Site

General Information

- Who is the primary audience?
- Who initially developed your site?
- When was your web site last upgraded?
- Who is responsible for the site's general maintenance?
- What specific site upgrades do you feel need to be made?
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Usability and Human Factors

- Is your site universally accessible?
- Does it conform to ADA standards?
- Does your home page load quickly?
- Does your site have compelling graphics?
- Does your site have an "intuitive" interface?
- Is your site relatively easy for visitors to navigate?
- Are you incorporating "captology" to extract visitor information?

Internal and External Stakeholders

- Have you established an e-business steering committee?
 - What *internal* stakeholders have been identified?
 - What *external* stakeholders have been identified?
- Which committee members tend to be the key-influencers?
- Does this committee have complete buy-in from upper management?
- Who among your staff serves as the "champion" of your e-business initiatives?
- How are decisions made regarding the changes and use of your corporate web site?
- Does your CEO lead these types of initiatives, or have they yielded to someone else within the company? (if so who is that person or group?)

Communications

- Does the site give an accurate account of your history, mission & values?
- Do you incorporate key marketing messages that clearly and effectively articulate:
 - Your Overt Benefits?
 - Your Dramatic Differences?
 - Any or all value-added services?

Branding Considerations

- Do you feel that your site helps the visitor understand:
 - Who you are?
 - What you do?
 - How you do it? (style)
- Does the site enable the visitor to gain an accurate understanding of:
 - Your Brand?
 - Your Brand Promise?
 - Your Brand Experience?
- If you would please - take moment to describe your desired brand experience....

Credibility/Reasons to "Believe"

- Does the site include credibility devices that provide the visitor abundant reasons to believe in your product and/or your service?
 - Pedigree?
 - Guarantee?
 - Samples & Examples?
 - Case Studies & Testimonials?
 - Online Product Simulation(s)?
 - Calculators and/or Estimators?
 - Good Old-fashioned Kitchen Logic?

Core Company Offering

- Describe your company's core product/service offering.
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- What specific market segments is this core offering suited for?
- What is your unique selling proposition for this particular offering?
- What specific benefit or benefits does this particular offering provide?
 - Can it increase productivity?
 - Can it reduce overall labor costs?
 - Can it simplify your customer's business processes?
 - Can it enhance their existing customer experience?
 - What makes this offering credible among your competitors?
- What other products and/or services can or does this offering compliment?
- How do you go about articulating R.O.I. to your current and potential customers?

E-commerce Component/Capabilities

- Does your site offer an online exchange for products and/or services?
- Does your site allow the visitor to facilitate an effective online transaction?
- How do site visitors go about ordering your particular products and/or services?
- Does your web site clearly state your privacy policy?
- How quickly are your orders fulfilled and by whom?
 - Do customers receive an e-mail confirmation of their order?
 - Do customers receive an e-mail confirmation once their product has shipped?
 - Can your customers personally track their shipments online?
- Is there a customer service hot line?
- Do you provide an immediate response?
- How do you answer your most frequently asked questions?
- What is your process for handling complaints?
- Do you offer guarantees and/or warranties?
- How do you go about handling customer refunds?
- Do your online ordering systems track with your back-end inventory systems?
- Does the site offer detailed information for: hours, addresses, maps, contact information, "brick & mortar" locations, customer service inquiries, etc.?

Assorted Promotional Tactics

- ❑ Do you incorporate a broad mix of both traditional and online marketing efforts to effectively promote your site?

- ❑ **Traditional Marketing**
 - ❑ Effective Signage?
 - ❑ Collateral Materials?
 - ❑ Grassroots Marketing?
 - ❑ Advertising Campaigns?
 - ❑ Strategic Alliance Efforts?
 - ❑ Community & Cause Related Marketing?
 - ❑ Leverage Available Media? (print, radio, television, internet?)
 - ❑ Leverage (other) Available Technologies? (other assorted vehicles?)
 - ❑ Assorted Direct Marketing Methods? (direct mail – telesales?)

- ❑ **Online Promotional Tactics**
 - ❑ Affiliate Programs?
 - ❑ Award Programs?
 - ❑ Directory Listings?
 - ❑ Effective Use of Keywords?
 - ❑ Industry Portals?
 - ❑ Online Newsletters?
 - ❑ Online Press Releases?
 - ❑ Page Titles?
 - ❑ Page Descriptions?
 - ❑ Reciprocal Links?
 - ❑ Relevant opt-in incentives?
 - ❑ Search Engine Submissions?
 - ❑ Targeted e-Mail Campaigns?
 - ❑ Invasive?
 - ❑ Permission-based?
 - ❑ Viral Mechanisms?

Web Statistics & Measurement

- Do you measure your visitor count?
- Are you currently able to track visitor demographics?
- Do you have an effective means of measuring visitor status?
 - Do you track page usage?
 - Do you track download times?
 - Do you track requests for specific content?
 - Are you able to conduct a click-through analysis?
- Have you ever conducted a cost-per-lead & cost-per-sale analysis?

Competitive/Comparative Analysis

- Who are a few of your primary competitors?
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- How do we gain access to explore their web sites?
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- Which of these competitors' sites do you like best and why?
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- In what ways do you feel we could gain a sustainable (online) advantage?
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E-mail Optimization

- In what ways do you use e-mail as a marketing tool?
 - Promotion?
 - Acquisition?
 - Retention?
- Do you feel your efforts are invasive or permission-based?
- How do you go about acquiring lists for your e-mail initiatives?
- Who is primarily responsible for crafting your e-mail messages?
- How often do they communicate with your current clients?
- How often do they communicate with your prospective clients?
 - Do you allow each of them to "opt-in"?
 - Do you offer them a relevant incentive for opting-in?
- Do they use an e-mail header?
- Are they using effective subject lines?
- Are they incorporating key marketing messages?
 - Value Proposition?
 - Unique Selling Proposition?
 - Power Positioning Statement(s)?
- Do you feel they are crafting *compelling* copy?
- Do you feel they are extending a *compelling* offer?
- Do you feel they are creating an *urgency* around that offer?
- Do you feel they are making a valid attempt at personalization?
 - Personalization?
 - Mass Personalization?
- Do you feel that they are optimizing this tool to its fullest extent?
- How do you feel you could better optimize your e-mail marketing efforts?

Sales Optimization Tools

- What **print** collateral do you currently use?
 - Brochure?
 - Media Kit?
 - Press Releases?
 - Client Case Studies?
 - Product One-sheets?
 - Corporate Sales Letter(s)?
 - Partial Roster of Key Clients?
 - Partial Roster of Core Services?
 - Summary of Corporate Capabilities?
 - Comprehensive Media/Press Kit with many of the items above?
- Do you feel your collateral materials are **uniform**?
- Do you feel their quality is consistent with the **image** you wish to convey?
- Do they currently convey the appropriate sales and marketing **messages**?
- How do you feel that your company might **improve** its' existing collateral materials?
- Do you currently have a corporate **video**?
- Do you incorporate **audio** into your marketing mix?
- Are you currently involved in **industry trade shows**?
- Do you feel that your corporate **exhibit** has been effective?
- Are all of your sales staffers equipped with "**laptop**" presentations?
- Have you ever considered a **simulation** of your product/service in use?
- Are you using **CD ROM business cards** in support of sales & marketing efforts?
 - Are you aware of their use as sales tools?
 - Are you aware of their use as marketing tools?
 - Are you aware of their use as presentation tools?
 - Did you know they could be used to drive additional traffic to your site?
 - Did you know they can help you facilitate effective investor presentations?
- Have you ever considered the use of **interactive kiosks**?
 - How have you considered using such a tool?
 - Which products and/or services would you feature?
 - What other types of things would you look to accomplish?
 - How might an Interactive Kiosk tie in with your other marketing initiatives?
- Have you ever discussed the merit & potential of a **Corporate History Center**?
- Do your current public relations efforts include **Community Outreach Programs**?

Customer Relationship Management

- Do you maintain a database of clients & prospects?
 - How is it maintained (kept current) and by whom?
 - How often is it updated with current and accurate information?
 - Have you segmented your database by specific industry category?
- How advanced are your data mining capabilities?
 - Are you using these capabilities for lead generation?
 - Are you using these capabilities for lead qualification?
 - Are you using these capabilities to improve conversion rates?
 - Are you using these capabilities to market to segments of one?
- Have you recently (or ever) conducted a detailed customer relationship analysis?
 - Are you able to segment customers by geography?
 - Are you able to segment customers by their interests?
 - Are you able to segment customers by their buying habits?
 - Are you able to segment customers by their transaction history?
- Have you been able to gain an accurate assessment of customer value?
 - Most Profitable?
 - Least Profitable?
 - Lifetime Customer Value?
- How are you applying the information gained from your data mining activities?
 - Strategic Analysis?
 - Strategic Planning?
 - Account Management?
 - Supply Chain Management?
- In what ways can you strengthen & deepen relationships with your clients?
- In what ways can you increase your frequency of contact with your clients?
- In what ways do you feel you can you increase your client conversion rates?
- In what ways do you feel you can increase your average client value?
- In what ways do you feel you can increase your overall customer lock-down?
- Do you feel that you are leveraging your database to its' fullest extent?
- In what ways do you feel you could improve upon your existing CRM process?

Employee & Customer Education

- ❑ Who is responsible for corporate training?
- ❑ Are they using a “blended” training approach?
- ❑ What Specific Vehicles & Methodologies make up the mix?
 - ❑ Instructor-led training?
 - ❑ Print Collateral & Supplements?
 - ❑ E-learning (computer & web-based training)
 - ❑ Coaching & Mentoring Programs?
 - ❑ Knowledge Sharing?
 - ❑ Experience Management?
 - ❑ Performance Enhancement Tools?
- ❑ What is the particular focus of your corporate training programs?
 - ❑ Sales Training?
 - ❑ Marketing Training?
 - ❑ Customer Service (soft skills) Training?
 - ❑ Change Management?
 - ❑ New Product Roll Out?
 - ❑ Customer Education?
 - ❑ General Compliance Issues?
- ❑ What is upper management’s view when it comes to investments in training?
- ❑ How is it that you feel that your corporate training efforts could be improved?

Opportunities for Integration

- Which parts of our discussion have stimulated ideas?
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- Which of our specific suggestions have appealed to you most?
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- Why is it that these particular suggestions appeal to you specifically?
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- Do you feel there may be opportunities for the integration of these efforts?
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- Who are the key influencers & decision-makers for these types of initiatives?
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- In what specific ways would you/they measure return on investment?
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- If you decided not to take *any* action - would your competitors gain an advantage?
 - 6 months from now?
 - 12 months from now?
 - 18 months from now?
- What other important factors need to be considered – how do you feel we can help?
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Key Considerations

1. What do I need to put into action?

2. When do I need to put it into action?

3. How exactly will I put it into action?

4. What will most likely happen if no action is taken?