

MARKETING AUDIT GUIDE

Helping you determine new strategies and areas for improvement

CHECK YOUR MARKETING PULSE

It's common for B2B companies to struggle as their marketing becomes a bit stale or redundant over time. Sometimes, it's hard to find the time or resources to assess what's going well, what areas need a refresh, and what tactics or strategies are missing entirely. Marketing audits are an effective way to holistically evaluate marketing efforts. Just as we find time in our personal lives for regular check-ups, companies should audit their marketing on at least an annual basis to strengthen plans and adapt to changing needs and industry trends.

At WordWrite, we conduct marketing audits for clients across various industries. Our team tailors the process to each company's specific industry, size, story and goals. Some marketing audits may focus on the entirety of a company's marketing efforts, while others may focus on a specific area, such as social media, website traffic and engagement, or paid marketing campaigns.

NOT SURE IF YOU NEED AN AUDIT?

In a competitive business landscape, the right marketing communications strategy can give you the edge you need. But most organizations struggle to identify their true business purpose to audiences, let alone understand if their efforts are getting an optimum return.

When determining whether or not you're in need of a marketing audit, start by asking yourself these questions. If the answer to any of them is a no, it might be time to take a deep dive into your marketing communications.

Am I achieving my marketing goals?

Am I sharing an authentic Capital S Story?

Am I delivering the right mix of paid, earned, shared and owned content?

Am I connecting with the right audience?

Are my inbound marketing efforts aligned?

Do I know what sources and types of content are driving the most traffic to my website?

Is my content performing well on search engines?

Am I acquiring high-value contacts?



ASSESS YOUR MARKETING STRATEGY

The next step is to take a closer look at your current efforts. This checklist is designed to help you (or your team) better evaluate your marketing, from strategy to execution and results. The more boxes you can check, the closer you are to a complete marketing strategy.



STRATEGY

- ☐ Clearly and succinctly answer the question, "Why would someone want to buy from (work for, invest in, partner with) you?"
- ☐ Know why your company exists.
- ☐ Understand what makes you unique to your industry.
- ☐ Know who you are trying to reach with your message.
- ☐ Have supporting facts that prove your unique story is true.
- ☐ Diagnose your company's main challenges before you prescribe a strategic solution.

EXECUTION

- ☐ The decision to leverage a new marketing tactic is driven largely by your company's story and strategy.
- ☐ Each of your marketing channels and tactics has a clearly defined purpose.
- ☐ Each of your marketing assets communicates a unique facet of your company's story.
- ☐ Without looking at your logo or branding, your prospects can identify you as the author of a piece of content.
- ☐ You've chosen to advertise in / be featured in external channels that reflect your audience's preferences.

RESULTS

- ☐ You've used your strategic plan to set clearly defined goals.
- ☐ Each of your goals has set objectives.
- ☐ You can clearly establish a direct route to achieve these goals. (This will help you determine if your goals are strong enough to be measured – for instance, your goal may be "to be known as the best financial firm in New York state" but measuring that could be next to impossible.)
- ☐ You can prove your marketing efforts are impacting your bottom line.
- ☐ Further, you can prove which efforts have the most impact on your bottom line.

OUR EXPERIENCE

It's critical that companies select individuals or agencies who can be as objective as possible when conducting audits. Think of it like a writer working on their novel. Sure, they can attempt to edit and proofread their work on their own, but without the critical eye of an outside editor, they will probably miss glaring typos, and overlook areas where improvements can be made to content, structure and the voice and tone of the story.

When it comes to marketing audits, we have the experience and the specialized tools, technology and research capabilities to evaluate a company's current marketing against industry best practices and identify areas for growth and improvement. After all, you may do one such audit; we do dozens and can share from our experience. We often recommend audits for companies based on key pain points (listed below). Reach out today to receive a fresh perspective, backed by expertise, research and resources, to provide you with guidance and recommendations, helping make your approach work best for you.



Sales that are stuck, or growth that is inconsistent



Difficulty with hiring and employee retention



Inconsistent messaging in how a company shares its story (internally and externally)



Lack of measurable marketing and business results



Trouble with differentiation from competitors



Having a limited marketing strategy in place, or no strategy at all

DID YOU KNOW?

- Our founder is a former member of the White House press corps
- Every PR or content account is staffed with a dedicated professionally trained writer
- Every WordWriter is certified in inbound marketing
- We have our own podcast
- We have in-house experts trained in Google Ads
- Most of our writing staff has worked in a newsroom at some point in their career
- We're often ranked among the top PR + content agencies in all of Pennsylvania

CONTACT US

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