



f i r s t i n m a r k e t i n g a u d i t s

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MARKETINGMRI

Your Marketing Health is our Business

MARKETINGMRI is committed to improving your marketing health through a marketing audit health check-up process. **MARKETINGMRI** provides marketing audits for business organizations, serving the for-profit and non-profit sectors in the goods and services industries.

The **MARKETINGMRI** audit health check-up provides utmost value to your organization by offering actionable and concrete treatment recommendations that ensure your marketing health is functioning at peak performance. This allows your organization to maximize its marketing strategies, goals and initiatives.

A marketing audit can be critical to the success of your organization, since your organization's marketing health can change so easily with today's volatile, challenging and competitive business environment.

Healthy business growth is our business. **MARKETINGMRI** is committed to providing the best marketing expertise to the marketing audit process. We know marketing; better yet, we know healthy marketing.

What is a Marketing Audit Health Check-Up?

A Marketing audit is a tool that helps to improve your organization's overall marketing health and effectiveness, maximizing your marketing strategies, goals and initiatives.

A **MARKETINGMRI** audit health check-up is an independent, objective, and outside-in assessment of the effectiveness of your organization's marketing functions and processes. A **MARKETINGMRI** audit is:

1. **Systematic:** It follows a logical and predetermined framework with an orderly sequence of diagnostic steps.
2. **Comprehensive:** Whether small- or large-scale, a **MARKETINGMRI** audit is comprehensive, considering all factors affecting your organization's marketing performance.
3. **Results-oriented:** The findings and treatment recommendations of the marketing audit health check-up will improve the overall effectiveness of your marketing efforts.

The **MARKETINGMRI** Audit Experience

MARKETINGMRI seeks to be your trusted partner throughout the marketing audit experience. Whether it is a small- or large-scale marketing audit, the experience is highly structured and intensive.

The **MARKETINGMRI** audit experience will arm you with knowledge and skills to better deal with an ever-changing and volatile business marketplace. It will result in improving your marketing knowledge, practices, health and effectiveness and maximize your marketing ability and talent.

How Important Is **Marketing**?

Marketing simply has become one of the most important functions in any organization today. Marketing should be at the heart of your organization, so it can remain viable and grow.

Marketing is increasingly attracting the interest of many business-to-consumer and business-to-business organizations. Marketing makes such an important contribution to organizational objectives and as a result has rapidly been adopted in for-profit and non-profit sectors for both the goods and service industries.

Most organizations today find themselves faced with challenging business environments. Customers are more demanding, margins are shrinking, profits declining, costs are rising and competitive pressures are building. All these challenges increase reliance on marketing functions. Having a healthy and effective marketing organization is the key to meeting the challenges of today's volatile and competitive business environment.

How healthy and effective is your overall marketing function? When was the last time you had a marketing audit health check-up? A marketing audit health check-up is the first step towards ensuring that your marketing functions are healthy and effective to maximize your plans, strategies and growth.

When visiting us at www.marketingmri.net, take our online marketing health test and find out how effective your organization's marketing really is.

Marketing Audit Health Check-Up **Benefits!**

The process, experience and results of a **MARKETINGMRI** audit can only leave you more knowledgeable and aware of your organization's marketing health and effectiveness. An established baseline score enables you to make appropriate adjustments for improving your marketing functions towards peak performance levels. Among the many benefits of conducting a marketing audit health check-up, the top 10 are:

- Learning about your key marketing performance indicators and your marketing effectiveness baseline score
- Utilizing action-oriented treatment recommendations to help you focus on high-impact changes
- Speaking better to your customers than your competitors do
- Improving your rate of return exponentially on all your sales, marketing and brand activity
- Creating a shift towards a marketing-centric organization to better compete and respond to today's challenging business environment
- Rapidly and economically refocusing your marketing efforts
- Ensuring that your marketing strategies and plans are internally consistent and supportive of your objectives for maximum and effective performance
- Uncovering unhealthy marketing symptoms and inefficiencies and appropriately treating them
- Identifying areas of success and effectiveness along with challenges and opportunities that exist and giving management a detailed picture of ways to improve overall marketing health and effectiveness
- Benefiting from an outside-in, external and independent objective review of your marketing functions and processes



About MarketingMRI

Our marketing auditors bring a unique blend of marketing knowledge and experience to your sales and marketing functions, goals, strategies and tactics.

Through our proprietary **MARKETINGMRI** audit process, we are committed to improving your marketing health through a systematic and objective approach providing you with:

- A comprehensive and confidential marketing audit health check-up
- In-depth examination, review and analysis of all your marketing functions
- Meaningful content with concrete and actionable treatment recommendations
- Follow-up review to ensure treatment recommendation effectiveness

Ensuring your marketing health and effectiveness is our business!

Make sure you take our online marketing health test and find out how effective your organization's marketing functions are.

Contact **MARKETINGMRI** to find out more about how a marketing audit health check-up can benefit your organization.



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