THE MARKETING AUDIT TOUR

marketingmri™
first in marketing audits

marketingmri
first in marketing audits

INTRODUCTION

What is a marketing audit health check-up?
Why should your organization seriously consider a marketing audit engagement?

This quick tour will focus on helping you get a clear answer on the what and the why of marketing audits!

The tour will review the following:
– What is a marketing audit?
– The marketing audit process
– Why should your organization engage in a marketing audit?
– What is healthy marketing?
– How to take the online marketing health test

marketingmri ™
first in marketing audits

WHAT IS A MARKETING AUDIT?

A marketing audit is a tool that helps improve your organization's overall marketing health and truly maximize your marketing strategies, goals and initiatives.

The goal of a marketing audit health check-up is to assess the effectiveness of your organization's marketing functions and processes.

A marketing audit provides your organization with valuable diagnoses and recommends actionable and concrete treatments that will help you ensure that your marketing is healthy and functioning at peak performance levels.

marketingmri
first in marketing audits
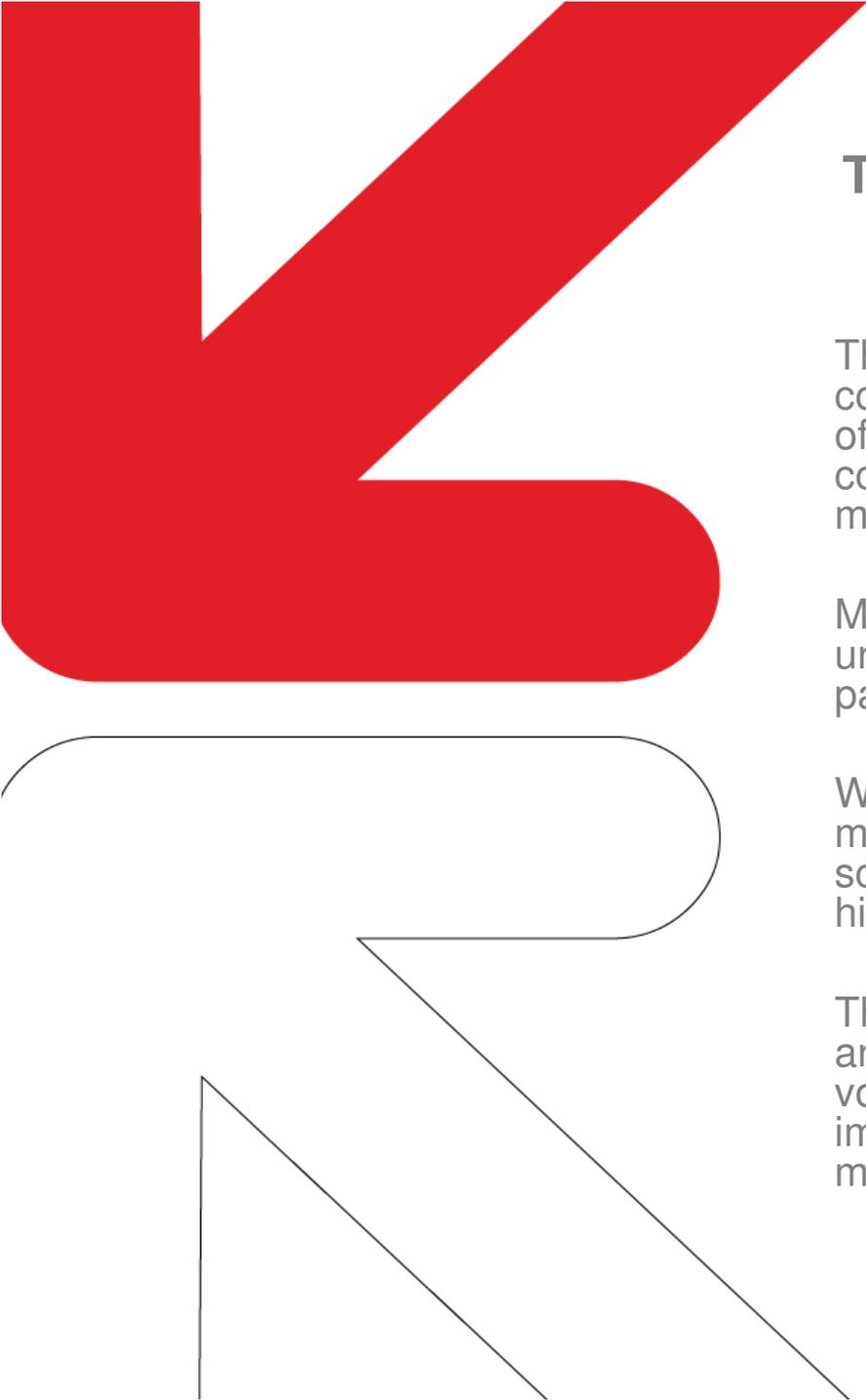
THE MARKETING AUDIT PROCESS

The marketing audit process is a systematic and comprehensive marketing examination, consisting of an orderly sequence of diagnostic steps that consider all factors affecting your organization's marketing health and performance.

Marketingmri also can target just one particular unhealthy marketing symptom that may need particular attention.

Whether one symptom or a more comprehensive marketing audit, whether on a small scale or large scale, the marketing audit health check-up is a highly structured and intensive experience.

This experience will arm you with the knowledge and skills to better deal with an ever-changing and volatile business marketplace. It also will result in improving your marketing health and effectiveness, maximizing your marketing ability and talent.

marketingmri
first in marketing audits

WHY SHOULD YOUR ORGANIZATION ENGAGE IN A MARKETING AUDIT?

The real question is why not?

– If marketing plays a role in your organization, especially an increasing role, then you as a business owner, partner, president, or executive simply need to know the marketing state and health of your department and organization.
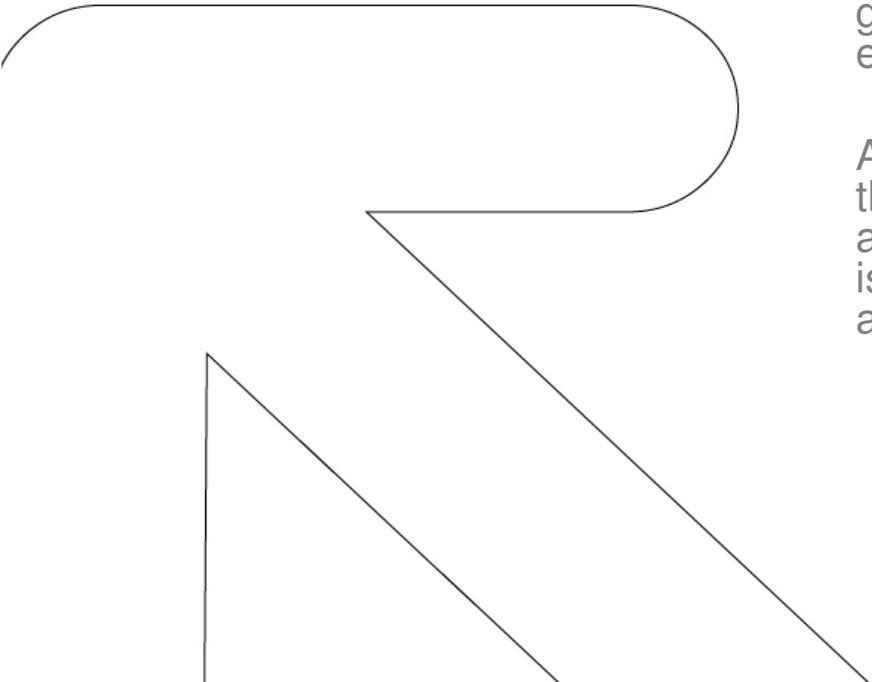
With efficient processes in place, you can gain a good understanding of the general health and effectiveness of your marketing efforts.

As the importance of marketing increases throughout the organization, the only way to truly assess the effectiveness of your marketing efforts is through a qualified, independent and objective audit process.

– The marketing audit provides you with the opportunity for an independent, qualified and confidential examination of your marketing functions.

marketingmri
first in marketing audits

WHY SHOULD YOUR ORGANIZATION ENGAGE IN A MARKETING AUDIT?

Do you know the marketing condition of your organization?

Is your marketing healthy and effective, or showing some unhealthy symptoms?

These are critical questions to ask in today's volatile and competitive marketplace.

– Engaging in a marketing audit allows you to establish a marketing effectiveness baseline.

  • The baseline is a first step towards establishing healthy marketing strategies, functions and processes so you can maximize their effectiveness.

  • The baseline includes a Marketing Effectiveness Score, a Marketing IQ Score and a Marketing Decision Score.

  • Simply knowing more about your marketing baseline, along with treatment recommendations for improvement, will benefit your organization exponentially and keep you ahead of the competition.

WHY SHOULD YOUR ORGANIZATION ENGAGE IN A MARKETING AUDIT?

The marketing audit tool should be a part of your organization's planning on a periodic basis, as marketing is a dynamic function and the health of your marketing function and processes can so easily deteriorate in today's volatile, challenging and competitive business environment.

These changes can include:
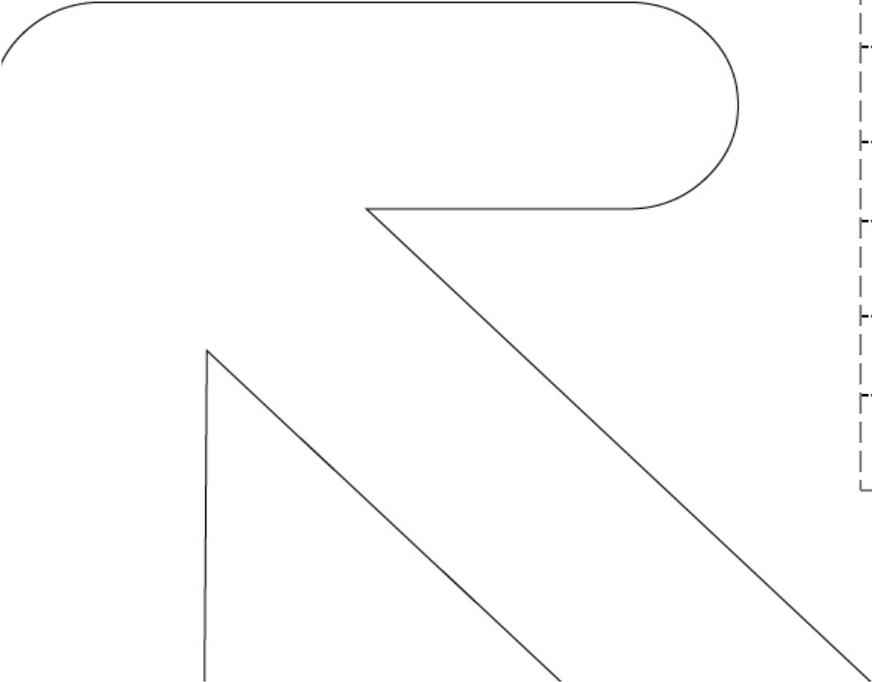
Changes in strategic shift	Competitive changes
Changes in organizational orientation	Business life cycle changes
Changes in the marketing mix	Industry changes
Changes in consumer needs/wants	Technological changes
Changes in product life cycle	Delivery and channel changes
Changes in communication mix	Organizational/personnel changes

marketing mri
first in marketing audits

WHY SHOULD YOUR ORGANIZATION ENGAGE IN A MARKETING AUDIT?

With the marketing audit process a simple and inexpensive step for your organization, the benefits of knowing your marketing health and how to make your strategies and processes as effective as possible far outweigh taking no action.

Marketing has become too important of a function within most organizations to not pay attention to its effectiveness.

WHAT IS HEALTHY MARKETING?

Increasingly, marketing's role in helping organizations take advantage of opportunities has become critical.

Marketingmri encourages you to take advantage of the healthy marketing 101 resource on our web site. You can use the healthy marketing benchmarks to help assess the effectiveness of your marketing.
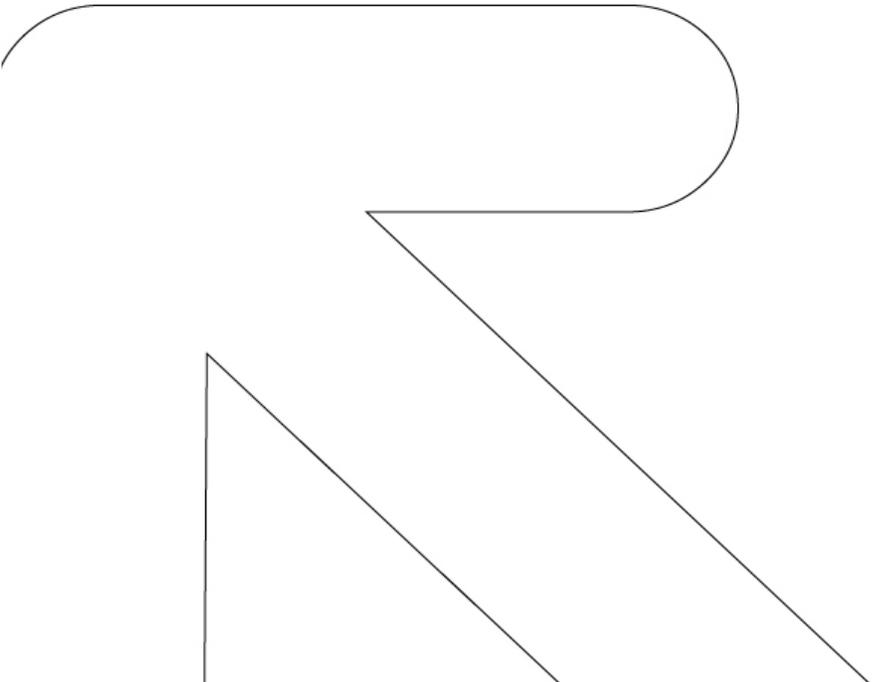
These healthy marketing benchmarks are a primary focus of a marketingmri audit and include:

- Healthy marketing concepts
- Healthy marketing evolution
- Healthy marketing opportunity
- Healthy marketing strategies
- Healthy marketing mix

marketingmri
first in marketing audits

WHAT IS HEALTHY MARKETING?

Peter Drucker, marketing and management guru, says, "Marketing is so basic that it cannot be considered a separate function. It is the whole business seen from the point of view of its final result; that is, from the customer's point of view… Business success is not determined by the producer but by the customer."

Phillip Kotler, renowned professor at the Kellogg School at Northwestern, teaches that "marketing comes first" because marketing integrates all the functions of a business and speaks directly to your customer through the marketing mix.

WHAT IS HEALTHY MARKETING?

Many organizations are beginning to realize that they are not really marketing and customer driven.

If anything, they are product or sales driven. It is not easy to manage the evolution toward a healthy marketing organization.

HEALTHY MARKETING ORIENTATION SHIFT
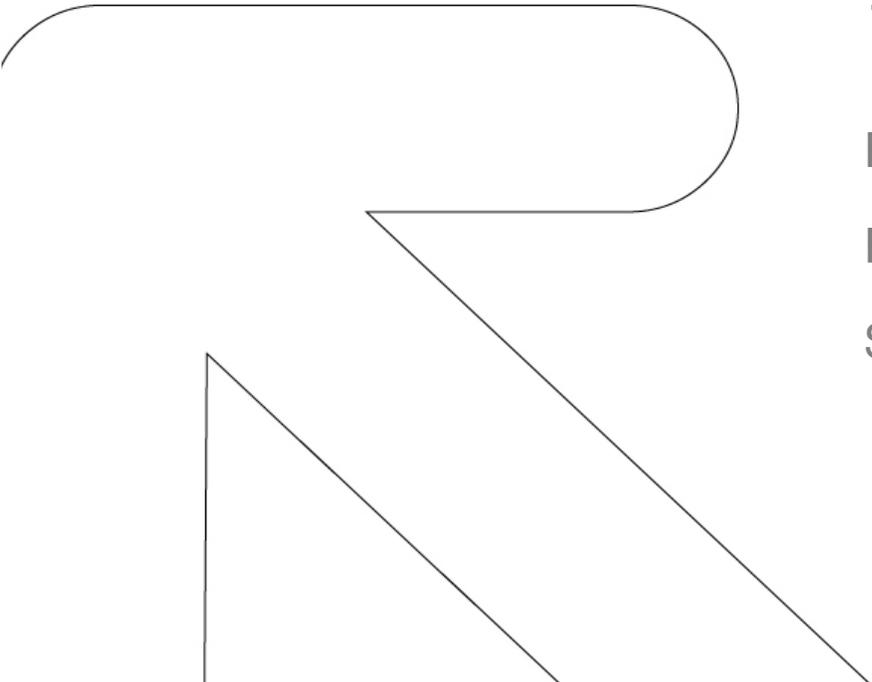
Production-centric

Product-centric   Customer-centric

Sales-centric

WHAT IS HEALTHY MARKETING?

A marketing audit can be the first step you take in managing a shift towards a healthy and effective customer-centric marketing organization.

A marketing audit is also the first step to ensuring an effective and healthy marketing organization.
- Healthy marketing organizations are marked by strong cooperation and a customer-centric focus among the entire organization.
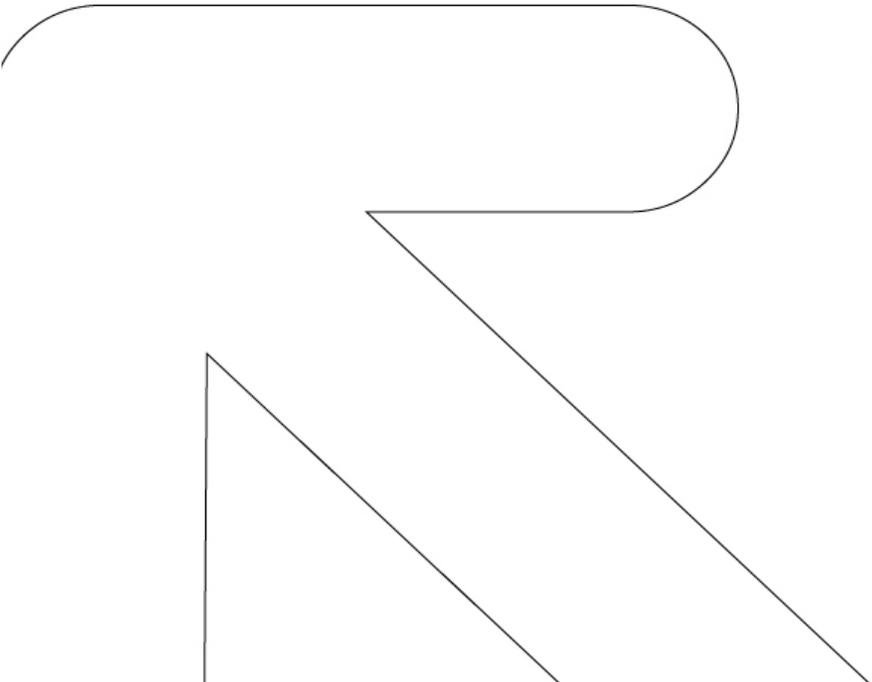
The top five major healthy marketing attributes:
- A customer philosophy
- An integrated marketing organization
- Adequate marketing information
- Strategic orientation
- Operational efficiency

marketingmri
first in marketing audits

WHAT IS HEALTHY MARKETING?

Healthy marketing is increasingly attracting the interest of many business organizations.

This is mostly because healthy marketing practices can make such an important contribution to your organizational objectives and profits.

As a result, marketing has rapidly been adopted in both the business and non-profit sectors along with the goods and services industries. Whether the focus is on B to B or B to C, marketing has become that important.

marketingmri
first in marketing audits
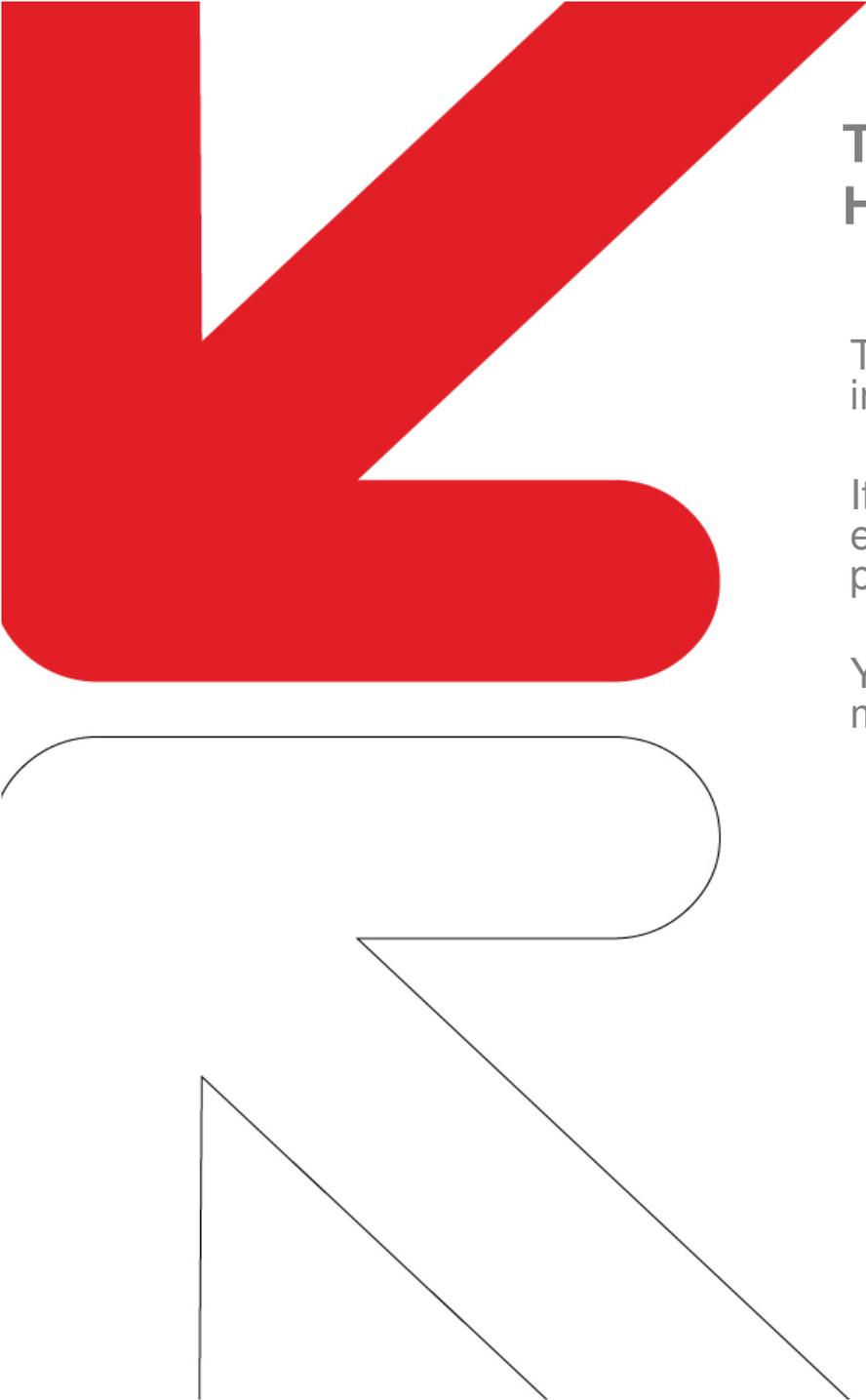
TAKE THE ONLINE MARKETING HEALTH TEST

There is no doubt that marketing plays a key role in all industry sectors in varying degrees.

It becomes increasingly important to know the effectiveness of your marketing functions and processes.

You can start the process towards effective marketing by doing the following:

- Take the online marketing health test to help you determine whether your organization is moving toward healthy marketing practices.
- Contact Marketingmri for more detail on the marketing audit process and benefits for your organization.

marketingmri
first in marketing audits