

Marketing Effectiveness Assessment

The Marketing Effectiveness Assessment service has been designed specifically to help small businesses that are frustrated with their current ability to find new customers and keep existing ones. Despite involving a full eight hours of work by Adduce Marketing to complete, it is delivered free and with no further obligation.

The assessment thoroughly examines a wide range of factors that contribute to the overall success of a small company's marketing activities in the context of their current offer portfolio and competitor positioning. The output from the assessment process is a detailed report that identifies an overall marketing strategy, areas of current activity that require improvement and proposals for additional activities as needed. Illustrative pricing is provided where possible. There is no obligation to undertake any of the proposed activity with Adduce Marketing.

The assessment process is carried out in four stages.

Stage 1 – Company Interview

A company interview is conducted with the Managing Director (or equivalent) and, if relevant, the senior manager with responsibility for Sales. The interview takes between one and two hours and specifically covers the following factors:

| Factor | Areas Assessed |
|------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Company Position | Years in business, growth over last 2 years, number of employees, number of customers, repeat business levels, geographic factors, market saturation level, company's principal strengths and weaknesses, sales effectiveness, number of staff with customer contact |
| Company Aspirations | Growth aspirations in both £s and % for revenue and profit, growth in number of employees, growth in number of customers and repeat business levels, changes in mix/type of customers |
| Offer Portfolio | Offer descriptions, quality relative to competitors, completeness, lead times, ease of purchase, key discriminating factors, life cycle positions, ideal customer profiles, pricing models, sales channels |
| Current Customers | 3 x examples of current customers, including reasons for buying, profitability, purchasing history, why they became a customer originally, exclusivity level, contact information |
| Future Customers | 1 x example of a non-customer that it is desirable to win |
| Customer Care | Description of customer care (after sales) processes for each offer type, repeat business levels achieved |
| Current Marketing Activities | Details of current marketing activities for each offer with costings and result levels. Activities assessed include: - advertising, printed materials, direct mail, telephone-based, sales promotions, press, exhibitions, sponsorships and web |
| Competitors | 3 x examples of major competitors, including their competing offers, reasons for losing business to them, their marketing activity, relative size and the principal base for competition (lower price, faster delivery, more local, customer loyalty, better offer, years in business, etc.) |
| Expectations for Improvement | Desired outcome for each offer in terms of increased sales pipeline, improved bid-win ratio for new customers, increased repeat business levels, increased profitability |

Stage 2 – Desk and Telephone Research

Following the company interview a period of desk and telephone research will be conducted to verify the interview data and to solicit external views of the company's current marketing effectiveness. The factors considered in this stage include:

| Factor | Areas Assessed |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Customers | Telephone (or email) interviews with the three customer examples given in the company interview. Customers will be asked for feedback on the following aspects of the company's performance: - offer completeness, ease of purchase, pricing relative to competition, customer care (after sales) processes, why did they buy at first, why do they continue to buy, what is the company really good at, what other offers would they buy from the company if available, how does the company communicate with them, how effective do they rate the company's marketing? |
| Competitors | Desk/telephone research into competitor positioning and activities |
| Marketing Norms | Comparing the company's return on marketing investment experiences to generally expected norms for their industry sector |

Stage 3 – Collation and Report Production

Following the desk and telephone research stage, all the information that has been collected will be collated, assessed and ranked to establish an overall marketing effectiveness. A series of recommendations will be assembled that will contribute to achieving the company's aspirational goals (as stated in the company interview) and that are within the company's budgetary reach. Thereafter the report will be written and produced.

In the report, the principal assessment results are delivered in diagrammatic form and cover:

| Diagram | Information Ranking Criteria |
|-------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Marketing Tactical Efficiency (doing things right) | Scoring the principal marketing tools (advertising, printed material, direct mail, sales force, telephone, sales promotions, press, web, exhibitions and sponsorships, sales channels) for efficiency at communicating with existing and potential customers |
| Strategic Effectiveness (doing the right things) | Ranking strategic elements of the offers (price, ease of purchase, quality, features and functions, lead time, completeness, proximity to customers, customer care, customer relationship depth, company image/brand reputation) for the company's relative competitive strength versus their importance to customers |
| Overall Marketing Effectiveness | A single diagram that plots the results of the two dimensions above into one of four quadrants that are labelled <ul style="list-style-type: none"> • Squandering Money • Wasting Money • Room for Significant Improvement • Fine Tune for Excellence <p>A second plot is made on the same diagram to illustrate what level of marketing effectiveness can be achieved if the reported recommendations are followed</p> |

Stage 4 – Assessment Presentation

To complete the assessment process, the report will be personally presented to the company. Adduce Marketing spend eight hours in total, researching, writing and presenting the Marketing Effectiveness Assessment. It is a very thorough and highly beneficial service.