

# Everything .. on GoSpot.It

## Our Assurance Brochure.

January 2020



**Assurance** is a certainty, a sense of security concerning the factual state of a matter or issue. In the world of marketing, given projects and regulatory rules / requirements; assurance is about safety or certainty in the belief that processes, policies and procedures around required regulated processes or business practice is sound.

**We call this adequacy.**

# How important is marketing risk to you?

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## What is marketing risk ?

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Marketing risk is the possibility that marketing does not go as planned. It could be the wrong audience is reached, too much or too little is spent, the content is wrong or there is a regulatory issue. Anything can happen in the middle of a marketing campaign. Our job is to make it less likely.

For a first check, ask yourself ...

## Are we following the rules?

Are we missing something in our plan?



## What do we need to do to cover ourselves post Brexit?

Maybe you have thought about these questions recently.

Maybe you haven't. The point is that we cover it from scratch if needed for you. We create the assurance plan, map risk frameworks and integrate the two to make life easier for you. Then we work for you, as needed to test and ensure that you get the certainty you need.

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## WHY USE US ?

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## Peace of mind.

Whether you want us in the office (we temp) or just need us to talk it through over emails and phone calls, we are able to read between the lines. We ask questions and dig deep where needed. Ask us about - Conduct of Business Rules, Ideation, Fraud and security issues for a second point of view and you will be glad you asked.

**All our reviews look at adequacy and effectiveness, unless requested by the client.**

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**Call Us** on 07457384882 or 02080035962 for  
more.



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