RESOURCE BOXE

Comprehensive Marketing Audit

Scope

Sometimes you just need to step back and see the whole picture in order to get a good handle on your marketing program. That's exactly what the Resource Boxe Comprehensive Marketing Audit provides. Our expert team brings together years of digital marketing experience and advanced analysis tools to create a holistic assessment of your current marketing activities, along with detailed recommendations for improvement.

Deliverables



Review of Your Existing Website – Detailed front-end and back-end evaluation of website(s) with recommendations on structure, messaging, navigation, look-and-feel, content, etc.



SEO Analysis – In-depth evaluation of SEO best practices, keyword ranking, competitors ranking, inbound links, page authority, metadata issues and more. Using advanced SEO tools, we provide an independent crawl of all web pages with detailed listing of issues that need to be addressed.



Social Media Review – We conduct a full audit of your social media channels, activity, hashtags, links back to website, etc., with recommendations on improving reach and engagement.



Email Marketing & Outbound Assessment – Provides an evaluation of your existing outbound marketing processes, such as periodic newsletters, product updates, etc., with an analysis of your lists, segmentation, content, frequency, bounce/click rates, link-tracking and more.



Pay-per-Click Advertising – This analysis looks at your current PPC programs, if any, and provides recommendations on opportunities to improve or initiate Google PPC advertising.



Assessment of Marketing Technology Stack – Overview of what tools you're currently using, such as CRMs, email marketing, social posting platforms, marketing automation tools, etc. along with recommendations for improvement in usage and/or alternative platforms/tools.



Evaluation of Staffing, Training and Processes – This entails a top-down and bottom-up look at your internal market/sales processes and staffing to identify potential issues with lead-gen, pipeline management, support materials, etc. with recommendations on process improvements, training needs, and key metrics for tracking success.

Process

1. Initial session with our team and your marketing managers/staff to identify existing practices, perceived areas of focus, points of contact, and scope/timing of the project.
2. Provide Resource Boxe team with temporary access to key resources, such as website back-end, email marketing platform, Google analytics, social media accounts, etc.
3. Resource Boxe team conducts comprehensive Marketing Audit and provides report on all the above sections, executive summary of recommendations and detailed drilldown materials.

Get Started!

Contact Resource Boxe to set-up an initial discussion and get a custom-tailored quote