

STRATEGIC MARKETING ASSESSMENT

This intensive interactive workshop is designed to facilitate alignment of the leadership team in the development crucial strategies for growth to enable success. Our Strategic Marketing Assessment process – focusses on the nine strategic areas of marketing that provide a business with its growth opportunities.

Our Assessment Process

Our Strategic Marketing Assessment process address the following areas:

- **Gap analysis** – using our proprietary IP the 9 Boxes™ benchmark we will show you what the business is doing well and where you can improve. This part of the process will be completed by those in the leadership team attending the facilitated session.
- **Align the leadership team** – many businesses typically see marketing as websites, brochures etc, during this workshop we use our process to change that perception. Showing those attending how marketing can be strategic and grow revenue.
- **Clarify their roles in growth and leverage opportunities** – what do they need to do to achieve the overall company result.
- **Begin to build a marketing strategy** – the 9 Boxes™ framework is a template for a marketing strategy and the recommendations document that is a key output from this workshop is all about the actions a business needs to do to improve their marketing performance.

Workshop stages

It's a 3-stage process:

1. **CEO briefing** – we review the business plan in some detail, this is usually 60 minutes. Parallel to this the leadership team will complete the online benchmark. The benchmark is a series of questions that every business needs to ask of its marketing function.
2. **A facilitated workshop with the team** – taking them through the framework and the scores, looking at the capability you have in the business. We will also look at industry and economic scenarios that could have an impact on the overall business strategy. It's typically a fairly robust conversation for those involved.
3. **Development and review of a feedback report with a recommendations plan** – this outlines the activities and actions that the business should consider delivering for its next stage business growth. The review is conducted with the CEO and is usually approximately 60 minutes duration.

Method of Delivery

The Strategic Marketing Assessment can be delivered face to face or virtual sessions run over an elapsed period of 2 weeks.

Cost

The SMA cost \$5,000 plus GST (Leadership team of 4-5 persons) and \$7,500 plus GST for larger teams.