



FREE

MARKETING AND
COMMUNICATIONS
HEALTH CHECK



Marketing Health Check.

Much of the success of any business is riding on its marketing strategy.

It may have abundant resources, with a management team composed of brilliant and innovative minds, and teams of hardworking employees diligently and passionately performing their tasks.

However, the business will never be able to grow, and succeed in achieving its organisational goals if it does not have a marketing strategy in place.

The growth of a business is closely linked to how its image is developed and presented to the market, and how it is able to establish a presence in that market.

To accomplish that, there is a need to work on creating and increasing its brand awareness, which inevitably leads to increased profitability and accelerated growth.

In the process, this will also widen the reach of the business organisation and aid in strengthening the bonds established between the business and its clients or customers.

The million dollar question is: what goes into the development of a marketing strategy? Getting a simple marketing health check by analysing how the strategy (or lack of one) is working, is important.



Not all businesses are the same.

Oranges aren't always oranges. Every business is different with different parameters and expectations. Knowing what works for one business doesn't necessarily cross over to another.

There is a lot of jargon and fancy talk surrounding marketing, in particular, online services. These can be sidestepped if the business uses an experienced 'real life' marketing consultant.

See the check list following to see how many you can tick off.

For some no-obligation advice, call Terry on 0412 123 627.



It's easy to get lost amid the clutter, and worse never to be found.

The tools required to execute a successful marketing strategy.

Sales tools / collateral:

Printed Materials, Banners, Brochures, Display, Signage

Advertising:

Local Paper, Magazine, Radio, TV

Social media:

Facebook, Instagram, Linked In, Other

Website / online:

Corporate, Personalised, Google listing, Google maps, Email news / EDMs Sponsorships, Other

Relationship:

Business to Business, Networking, Associations, Charities, Clubs, Events

Marketing Audit Checklist.



Branding and Design Audit Checklist

- Is my logo up to date and relevant? Does it represent my company today?
- Is my company story being effectively told?
- Does my 'brand voice' effectively talk to my target audience?
- Are my marketing materials up to date?
- Are my marketing and corporate communications materials consistent with my business identity, and immediately recognizable as belonging to my business?
- Does my sales team have everything they need to effectively sell my company's products and services?
- Are my referral partners equipped with what they need to send me clients?
- Am I participating in conferences and tradeshow? If yes, do I have all the marketing materials I need to stand out?
- What unique selling propositions help me stand out in my marketplace?
- Is my corporate or brand image consistent with my product or service, in the eyes of my customers?
- Do I actively manage my brand, product or corporate identity?

Website Audit Checklist

- Is my company website design up to date and relevant? Does it represent my company today?
- Are my website content and contact information up to date?
- Can prospective clients easily find the information they are looking for?
- Does it include my most recent services and products?
- Do I know what I want prospective clients to do when they visit my website? Does the website have clear CTAs (call to actions)?
- Do I have up-to-date pictures of my office or team members on my website?
- Is my company website responsive? Is it optimized to fit all screen sizes including tablets and phones? Does it work across different browsers?
- Do I have links to my company's social media pages on my website?
- Do I have a blog on my website? If yes, do I frequently publish blogs that are high quality and relevant to my customers?
- Does my website have a backend content management system that allows me to update text and image without outside help?
- Is Google Analytics installed on my website? Do I have access?

Marketing Audit Checklist

- Do I have a advertising and digital marketing strategy? Does it work?
- How much did I invest in marketing in the past 12 months?
- Did I keep track of the results?
- Do I feel I am getting value from my marketing budgets?
- Does my company have a community and social media presence? Is the information up to date?
- Is there relevant and consistent content being shared on my company's media channels?
- Am I responding to inquiries and interacting with people that liked or follow my pages or have made direct contact? Are they engaging with my business?
- Is my mainstream and/or social media marketing strategy generating leads?
- Is my company information up-to-date in and on all print and online listings like Google, Bing, Yelp, etc.?
- Is my website generating leads?
- Are people finding me on Google and other search engines or from elsewhere?
- Do I know where does my business gets most of its leads?
- Do I have a referral or loyalty program in place?
- Do I have a content strategy? Is my company producing and sharing articles, blogs, videos, case studies, eBooks, etc?
- Do I have an email marketing strategy? Do I have a method of collecting emails to fill my subscriber list?
- Do I need more leads and customers coming to me via the web? Have I tried pay-per-click campaigns or social media advertising?

Metro marketing knowledge to help local businesses grow.

Websites on Wheels (WOW) incorporating Reimagination and Graphics2Go (G2G) is an award-winning full-service advertising and communications business owned by Terence Mulligan. He specialises in comprehensive communications campaigns, graphic design services (G2G), marketing and public outreach. WOW also develops high-impact web design and development through ultra value based formats and incorporating social media aspects.

Terence has successfully satisfied hundreds of local and national clients on thousands of projects with innovative ideas, original design and quality production. Providing one-source solutions and creating, developing and implementing all communications in-house.

As a home-based business, overheads are minimal, so the value is reflected as massive savings back to the client.

core competencies

Marketing and Advertising services:

Creative

- Concept and copy
- photography, video + editing
- artwork

Graphic design services

- Branding
- Print collateral development
- Brochures, newsletters, posters, banners, press kits, etc.
- Display and tradeshow graphics
- Print, billboard and web advertisements
- Signage and point of sale

Digital

- Website design and development
- Social media set up and consultation
- Email campaigns

Marketing consultation

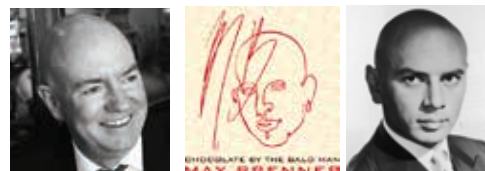
- Audits and recommendations
- Target marketing
- Messaging and branding
- Market research
- Documentation

services and skillsets

- strategies and planning
- mainstream / digital communications
- creative concepts and development
- copywriting / art direction
- production / artwork
- media planning / buying
- branding / corporate image
- advertising creative and production
- graphic design and artwork
- print production
- sales promotion / displays
- television / radio / corporate video
- web communications / platforms
- publishing - newspapers / magazines
- sales tracks / display materials
- sales collateral / stationery / brochures
- tender documents / IMs / annual reports
- rendered site plans / floor plans
- photography / illustration
- outdoor media / signage
- IT troubleshooting

industry experience

- property development and construction
 - hi-rise / residential / industrial
- real estate / retail / IT / travel
- motor dealerships / racing teams
- State and local council projects
- sport, health and pharmaceutical
- commercial and industrial services
- government and community groups
- schools, education and training



Understanding the brand: "Mulligan", my name, translates as 'the bald man' (after the Irish monks) so I actually live my brand. I lay claim over Max Brenner, of chocolate fame, and his 'near namesake', the original King of bald men, Yul Brynner.