

## Marketing audits - make the most of your investment

Many professional services firms invest heavily in marketing programmes only to be disappointed with the results. There are many possible reasons why these initiatives may fail to deliver as expected. An independent marketing review is a great way to identify areas for improving your return on investment.

Well-conceived, focussed marketing strategy has the potential to markedly improve revenues by positioning your professionals for the work they want, and at the rates you prefer. An independent marketing audit by Julian Midwinter & Associates provides an expert, astute review of your current marketing strategy and practices along with clear and concise recommendations.

In close collaboration with your team, in an initial half-day session we obtain background information, review selections of relevant data and gather materials for the audit including:

- **client communications** across all major touch points including brochures, websites, invoicing and correspondence
- **client care** approach and any client relationship programs or processes
- **client and prospective client database**, record keeping, tracking and leverage
- **promotional tactics** in which your firm has invested
- **credentials and other selling documents** such as tenders and proposals
- **hard data** including key financials by client, practice group and marketing expenditure
- **core procedures** and systems around marketing including new inquiries and follow up of past clients.

Our seasoned consultants bring a wealth of experience and apply bundles of nous, competitive intelligence and international best practice to the audit process.

At the completion of the review you can look forward to a report which will include a succinct overview of your current marketing situation, along with a remedial action plan containing specific recommendations for substantial and sustainable improvements to both outcomes and costs.

Our review will help you achieve bigger bang for your marketing bucks through:

- better forecasting and budget predictability
- more efficient use of resources
- stronger returns through leveraging promotions and relationships
- a culture of accountability and achievement amongst your key players.

If a full audit is not what you need, we can adapt our approach to your specific requirements.

To arrange an expert independent audit of your firms marketing and business development, call us on +61 2 9968 4168 or email [julianmidwinter@julianmidwinter.com.au](mailto:julianmidwinter@julianmidwinter.com.au)

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