

INDEPENDENT **MARKETING AUDIT**



**Gain Unbiased Insights to Optimise
Your Business Results**

WHY YOU NEED A MARKETING AUDIT

Are your marketing efforts delivering the expected results in terms of leads, sales, and overall growth?

A marketing audit is an invaluable tool, as it offers an unbiased evaluation of your marketing efforts.

For **smaller businesses**, resources are often limited, and every marketing decision needs to be **cost-effective and aligned with business goals**. A marketing audit helps identify areas where spending can be optimised and where efforts might be falling short, ensuring a more efficient use of resources.

For **medium-sized businesses**, a marketing audit ensures that **marketing strategies are keeping pace with growth**. It uncovers gaps in the current approach, highlights strengths, and provides actionable insights to improve performance. By analysing the effectiveness of marketing functions, productivity, and team capabilities, it helps businesses stay competitive, adapt to changing markets, and achieve sustained success.

WHAT'S INCLUDED



Marketing Strategy

Assess the alignment of marketing goals with overall business objectives and long-term growth plans.



Target Market

Evaluate the accuracy and relevance of target audience identification and segmentation for maximum impact.



Marketing Mix

Review the effectiveness of product, price, place, and promotion in achieving desired outcomes.



Competitive Analysis

Analyse competitors' strategies, strengths, and weaknesses to identify opportunities and threats.



Digital Footprint

Examine online presence, website performance, SEO, and social media to enhance digital reach.



Performance and ROI

Measure marketing campaign results and return on investment to ensure cost-efficiency and success.

WHAT'S THE PROCESS

Step 01



Scope

Identify your needs, the resources available and the size of the overall task.

Step 02



Gather Insights

Collect data from internal and external sources, including customer feedback and market trends.

Step 03



Analysis & Clarification

Evaluate internal and external data to identify strengths, weaknesses, and opportunities for improvement.

Phase 04



Presentation and Report

Present findings and provide actionable recommendations to improve marketing performance and achieve business results.

OUR TEAM

With over 45 years of combined international experience, we have worked in senior roles across Europe. Andrew, originally from Dublin, brings over 25 years of expertise from working in the UK and The Netherlands. Susana, originally from Chile, has 20 years of experience working across Spain, The Netherlands, and the UK.

We saw a need for a hands-on business consultancy that provides both diagnosis and practical solutions. Our combined expertise allows us to help business owners reach their full potential.

Since founding BBCS, we have assisted numerous businesses in Ireland to overcome challenges, streamline operations, and achieve sustainable growth. Our blend of strategic insight and practical execution makes us a trusted partner for business success.



+353 (21) 486 6664

hello@bbcs.ie

www.bbcs.ie

