

# Raise Brand Visibility & Awareness with a Marketing Audit

Efficient financial resource allocation is vital for your business success, regardless of size. Assessing your current strategy and identifying improvement areas are critical for effective investment and sustainable growth. A well-planned marketing strategy is essential for brand visibility and engagement, requiring a comprehensive audit to illuminate strengths, weaknesses, and optimisation opportunities.

This audit serves as a compass, guiding informed decision-making in today's dynamic business landscape.



## Key areas covered

### External Environment:

- Demographic, economic, cultural, environmental, and political factors.
- Market research to reveal unforeseen opportunities.

### Internal Environment:

- Evaluations of staff and core competencies.
- Audit of marketing systems for improved efficiency.

### Current Marketing Strategy:

- Review and assessment of strategy and productivity.
- Goal and objective adjustment based on evaluation.
- Cost-effectiveness and profitability analysis.

## What's included

### *In-depth Evaluation:*

- Auditing your marketing strategy provides a comprehensive look at your business's marketing activities, helping you plan, implement, and manage your marketing effectively.

### *Performance Pinpointing:*

- Analysing the success of each marketing effort allows you to identify areas of focus and where best to invest your time, effort and resources.

### *Strategy Development:*

- A marketing audit aids in planning future marketing strategies, offering valuable recommendations for enhancement.

### *Issue Identification:*

- A good audit identifies and rectifies problems before they escalate, ensuring optimal utilisation of your marketing budget and alignment with business goals.

### *Foundation for Changes:*

- When major changes are required, the audit serves as a basis, providing evidence-based recommendations for effective implementation, particularly useful in overcoming resistance.

### *Brand Alignment:*

- Ensures alignment between brand perception and reality, revealing strengths and areas needing improvement in your marketing.

### *Asset Evaluation:*

- Takes stock of assets such as email lists, tools and social media channels, providing insights into the brand's overall health.

### *Opportunity Discovery:*

- Uncovers new marketing opportunities that your brand might not be fully leveraging.

### *Brand Positioning:*

- Assists in positioning your brand for marketing success, enhancing overall brand credibility.

Talk to us about a project – Call Stefan [info@cyrius.com.au](mailto:info@cyrius.com.au)  
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# *Raise Brand Visibility & Awareness* with a Marketing Audit

## Unlock the benefits

**Embark on Transformation:** Start a transformative journey with Cyrius Marketing Audits & Workshops, unlocking numerous benefits that propel your business towards sustainable success.

**Strategic Roadmap:** Our in-depth evaluations help craft a strategic roadmap, enabling effective planning, implementation and management of marketing strategies tailored to your business's unique needs and budget..

**Insights for Focus:** Evaluate the performance of each marketing effort, gaining crucial insights to focus your efforts where they matter most, optimising resource allocation and maximising impact.

**Enhance Strategy with Workshops:** Our workshops foster strategy development, providing valuable recommendations for enhancement. Issue identification ensures optimal utilisation of your marketing budget, aligning investment with your business goals.

**Foundation for Effective Changes:** The audit serves as a foundation for changes, offering evidence-based recommendations for effective implementation. Particularly useful in overcoming resistance, it sets the stage for positive transformations.

**Brand Alignment & Opportunity Discovery:** Ensure brand alignment, evaluate assets, and discover untapped opportunities. Our comprehensive approach positions your brand for marketing success, enhancing credibility and visibility in your market.

**Elevate with Cyrius:** Partner with Cyrius to elevate your marketing endeavours and see the transformative power of strategic, data-driven decision-making that propels your brand to new heights.

## What we'll need from you

- Complete the audit-brief sheet with comprehensive information
- Provide required files and information for the audit
- We'll provide an estimate, scope, and timeline for your approval in a kick-off meeting.

## Pricing

Cyrius is committed to fair pricing and will quote your job in line with your scope. Book now!

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