

# Recession Proofing & Marketing Audits

## Recession Proofing

We can help recession-proof your business by identifying and leveraging hidden assets and opportunities. In other words, getting more from what you already have.

We offer this as a regular coaching and consulting project. You can budget it to know exactly what you're investing, with no surprises.



### STEP 1: Identify Your Assets

The first step to Recession-proof your business is a Marketing Audit of your company. This helps us identify as many resources as possible that can be leveraged for little or no ongoing addition to marketing spend.

In the Audit, we explore 7 aspects of your marketing...

1. How you get more customers
2. How you get more dollars per customer
3. How you get more transactions per customer
4. Your performance against 12 common marketing mistakes
5. Your online and website's marketing performance
6. The strength of your visual branding
7. Your sales people, sales systems and how well they work for you

Each of these are expanded and check-listed through interview and audit.

There are 217 attributes rated in the audit. These ratings are then used to determine what opportunities there are for immediate gains and to provide a guide on how that might be achieved.

- + Get your existing assets working harder
- + Find hidden assets you didn't know you had
- + Take advantage of opportunities that couldn't be capitalised on before

This step, from start to finish, will take about 4 hours of your time on and off, and between 2 and 3 days for the report to be written up.

The better the access we have to you and to information you probably have, the better and faster the report.

### STEP 2: Improve Your Assets

We prioritise all the opportunities we found in your Audit and begin the real work... making things work better.

Every week, we review the previous work, set new work, help you improve the assets and progress your company.

We start with the most lucrative, least costly and/or quickest ideas to action. We find ways to immediately leverage that asset.

Once leveraged, it may not require an ongoing increase in marketing spend to continue to enjoy better returns.

#### Some of the assets we can help you leverage include:

Advertisements	Brochures
Car / Travel Time	Case studies
Catalogues	Contacts
Creditors	Customers
Direct Mail	Downtime
Events	Free Publications
Industry News	IP
Location	Newsletters
Retail space	Sales people
Staff knowledge	Websites

These activities are immediate fixes and take advantage of commitments you've already made, staff you're already paying and products or services you can already deliver.

We introduce you to new assets that are low-cost or low-risk, like Google Adwords, press releases and small events.

They won't create a powerful, strategically-minded competitive positioning for you like a Complete Marketing Programme would.

But they can help leverage your assets by reducing wastage and by capitalise on opportunities that cost little or nothing to realise.

## Here are some examples of the kinds of activities we've recommended to others like you...

### Better Sales Management

Where accountability of sales staff has been slim, we've helped introduce processes of support, accountability, mentoring and meetings to help sales staff increase volume and increase conversion rates.

We recently helped one company turn \$150,000 of annual expenditure in sales retainers into a focussed, accountable and measurable item within their budget.

### Utilising Downtime

For a company servicing industrials, we helped leverage the downtime of the crews who fulfil services.

We created a programme of lead-generation that utilised the technical knowledge and nonsales manner of the crew. They conducted drive-by spotting of opportunities and dropped in with loosely controlled scripts.

### Google Adwords

Adwords is a great way to drive traffic to your website, a good way to test different offers, and one of the lowest cost-per-lead advertising mediums in the world today.

For instance, we've recently introduced it to an IT company and entertainment company, and improved it for a financial services company. All of them are gaining greater results from modest increases in spends.

### Cross-Selling to Existing Customers

Campaigns to new prospects are good, but campaigns to qualified prospects are better, and campaigns to qualified prospects who've dealt with a company like yours are better still.

Campaigns to your existing customers therefore are the most powerful of all.

It costs you a certain amount to get a new customer. What you get out of them after that is not nearly as fixed as the price of acquiring them in the first place.

We've just helped a company in the health products sector to utilise their database and spare stocks of promotional material to conduct direct-mail tests.

### Advertising Makeovers

If you spend \$2,000 on an ad, that spend is fixed whether your ad gets you 10 leads or 20 leads.

Most ads are under-performing. It's a fact based on many different reports by many different companies.

Our own report on industrial advertising, released in 2005, analysed 1,300 advertisements and showed 93% of ads fail critically important principles of advertising.

We can leverage an ad to gain more from the same investment by reworking how it has been designed and what it says.

Give our office a call today, to see how we can help recession-proof your business, and give you some strategic methods to stretch your spend further.

Simply call 07 3808 5366 or [info@strategyandaction.com.au](mailto:info@strategyandaction.com.au).



## Strategy and Action Recession Proofing just \$1200 + GST per day.

We recommend regular sessions to keep the pace on the improvement of assets.

The sooner they're turned around, the sooner they're working harder for you. We can meet weekly, fortnightly or monthly.

Learn more about how we can help recession-proof your business and leverage your marketing assets. Contact us today.

## Strategy and Action Marketing Audits cost just \$1400 + GST.

To begin these valuable services you can call us on 07 3808 5366.



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