

B2B Marketing Assessment



Marketing Assessment for ABC Widgets Inc.

SUBMITTED BY

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/// SterlingKlor Marketing Assessment for ABC Widgets Inc.

The key to unlocking more sales, more clients, more leads is gaining the right marketing insight and then creating relevant messages that resonate with your audience. Our audit process allows a comprehensive view of your current visible marketing. In the end it can provide reasons why it may not be as successful as expected.

/// Interview Results – Client and Market Perceptions

The results below are from our initial telephone interview. We have scored both your input and our findings accordingly. The purpose is to illustrate the perceptions of both ABC Widgets (Client) and SterlingKlor's market research findings (SKC).

Scoring is based on the value of each question: 2=Yes, 1=Somewhat, 0=No.

INSIGHT	CLIENT	SKC
Are target markets identified and segmented prior to campaigns?	2	2
Is the benefit of company's products/services clearly specified?	1	1
Is the quality of customer service clearly defined?	0	0
Is the company's market share known and monitored regularly?	2	2
Have all competitors been identified by name and type of business?	2	2
Are the reasons for competitors' successes analyzed and addressed in the marketing plan?	0	0
Totals out of a possible score of 12	7	7

STRATEGY

Are your promotion campaigns different from and more exciting than competitors'?	0	0
Do you send out an e-mail or newsletter?	2	2
Do you have an annual PPC budget?	2	2
Is your site consistently in the top five results for Organic listings?	2	2
Do you have a blog or forum?	0	0
Do you have a social presence (Linkedin? Facebook? Twitter, etc.)?	1	0
Is there a person who is responsible for maintaining regular communications?	0	0
Is there a strategy for content creation and management?	0	0
Has your company utilized PR or Web PR?	0	0
Totals out of a possible score of 18	7	6

CREATIVE

Does your brand stand for one thing?	2	0
Is your content/copy legible, relevant and easy to skim?	2	1
Are your images and messages engaging? Do they resonate?	2	1
Have you been told the brand touch points are created with your customers' needs in mind?	1	1
Does it provide a consistent look and feel across all your company's touch points?	0	0
Has the Company logo been tested for effect?	0	0
Totals out of a possible score of 12	7	3

TOTALS out of a possible score of 42 **21** **16**

/// Research and Analysis Results

1. Metadata

Meta tags allow you to tell the search engines what your web page is about and can determine your ranking.



Page Title is too long: The maximum recommended length for page titles is 70 characters, your current page title is 82 characters.



Meta Description is too long: Your meta description should be no more than 150 characters, your current meta description is 202 characters.



Font Tags Found in HTML: We found some HTML font tags on this page. While this is not a critical issue, you should use Cascading Style Sheets (CSS) to separate your website's content from its appearance.

2. Content Readability Level

This score measures the approximate level of education necessary to read and understand the web page content. In most cases, the content should be made to be simple so that a majority of the target audience can understand it.



Primary / Elementary School – indicates you are relating to many people

3. Inbound Links

One of the most important measures for a website is how many other sites link to it. The more links the better. Having links to your website from authoritative resources on the Internet helps you rank higher in search engines since these links are an indication that your website is trustworthy and contains good content.

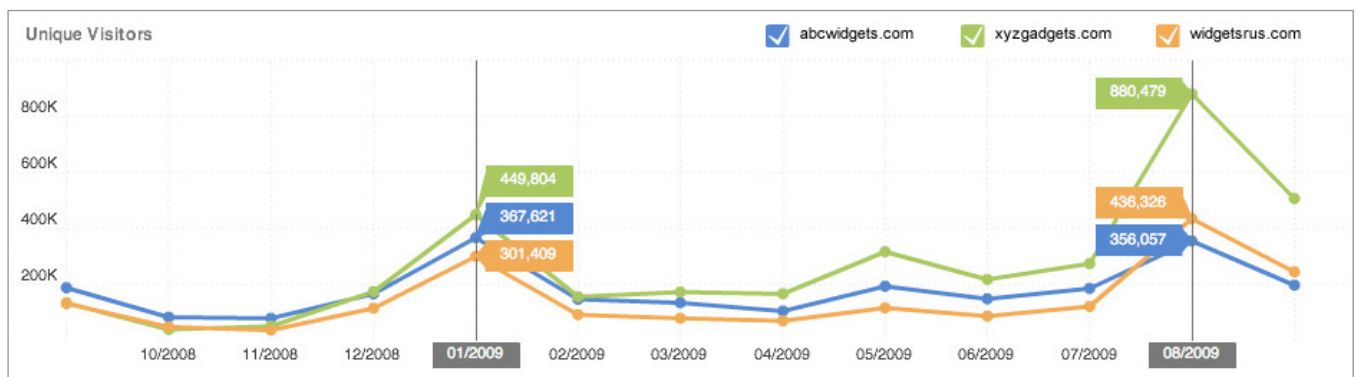


ABC Widgets: 127 vs. XYZ Gadgets 4,543

4. Competitive Landscape (website intelligence)

WEBSITE (LAUNCHED)	WEBSITE GRADE	GOOGLE PAGE RANK	GOOGLE INDEXED PAGES	TRAFFIC RANK	BLOG GRADE	INBOUND LINKS	DELICIOUS BOOKMARKS
ABC Widgets (1999)	90	6	216,000	135,448	Not Graded	127	122
XYZ Gadgets (2007)	97.6	6	3,100,000	37,317	Not Graded	4,543	1,741

5. Traffic



/// Research Summary

Social Media

ABC Widgets has not fully leveraged the use of social media to reach the marketplace. Our research has found that your market consists of the true target audience for social media usage.

Branding

After analyzing your brand by vetting your website, banner ads, and email campaigns, we did not get a clear sense of the brand. A visible positioning statement that allows the target group to understand who they are dealing with is clearly missing. As well, ABC Widgets needs a stronger message that creates a relevant connection to the target market. ABC Widgets appears to be focusing too much on messages that mean more to the company than to its audience. Conversely, your main competitor has created a strong brand image and a highly creative message to engage the target audience.

Traffic

The traffic assessment shows that there has been a significant increase in the traffic growth of ABC Widget's competition. Our analysis can link the high growth to strategic marketing elements such as social media, WebPR and some creative branding elements which has created significant buzz. Your competitor's strong brand has attracted tremendous attention to their service.

Links

The site analysis showed that the numbers of inbound links were small compared to the competition: 127 vs. over 4,000. The importance of inbound links should not be underestimated. It can be vital to help organic search and plays an important role in traffic generating activities with respect to relevant link partners and search engines.

/// Recommendations

Improve your Brand

Re-visit the branding of your corporation and or the positioning, there should priority placed on this item to ensure that your communication is relevant and engaging to the target market.

Get Social

ABC Widgets has a phenomenal product. Why not let the audience help promote it? Since your target market is active on social networks, develop a social media strategy such as creating a branded Facebook presence coupled with a content strategy to ensure the target group is always in communication with your brand. Utilize the power of the personal recommendation to increase traffic and customers.

Implement PR

Be proactive about spreading positive news, leverage WebPR to get the word out about business wins, growth or new services being offered. Also offer thought or knowledge leadership in the form of articles and blogs where appropriate.

Guerilla Marketing

Consider Guerilla marketing tactics to help the brand show up on the radar for the target audience, it will create buzz, provide PR content and possibly provide new content for online video.

Find out more!

Learn how we can help you implement any of the findings in this assessment so you can grow your business, not your budget.

Call us today! 1-888-435-4999