

MARKETING AUDIT

Based on our experience in planning and implementation of marketing strategy, brand building (online and offline) as well as communication strategy in connection to Client Experience we expand range of products on Marketing Audit.

Goal of Marketing Audit are verification existing marketing actions, Public Relations and advice on directions for further indications of the company in this area.

Range of services:

- * Effectiveness audit of existing marketing actions (reach the customer target, website audience and advertising messages)
- * Audit of the cost-effectiveness (financial) marketing actions
- * Audit of brand vision in net (website, Social Media, discussion panel, etc)
- * Analysis of Client marketing strategy effectiveness
- * Analysis of feedback to marketing campaign realized by the Client
- * Benchmarking
- * Audit of effectiveness of market competition
- * Marketing Agency work coordination
- * Audit of consistency of marketing materials and website with strategy

In addition, we can provide brand valuation for the Client who plan to purchase Polish company or need information about financial brand value for business purposes.

The brand value is performed by author's method of our company.

Every Marketing Audit is finalized by report in Polish or English language. Report, indicates the direction of possible changes and outlines the correct strategy.

Otherwise, we can propose the implementation of the proposed strategy and provide marketing-communication campaign.

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