



MARCOM STRATEGY AUDIT

An integrated marketing communications strategy is the answer to business growth. Unfortunately, most companies are either focused on social media tactics or email campaigns, not how marketing activities like these work together with key messages to reach a specific audience, generate online engagement, or increase revenue.

Our marcom strategy audit can help you feel confident about your future business plans. Are you ready for 2025? Email us to learn more at info@marchitecture.tech.

What are the standard digital marketing problems?

COMPANY MESSAGING



Messaging lacks overall clarity and is not tied to success stories or the brand

Audience specific messaging focused on pain points is absent

Testimonial and use case applicable data is not incorporated

Customer empathy around business challenges is lacking

Problem/Solution data is not tailored to meet audience needs

AUDIENCE MARKETING



Target audience demographic and psychographic information is unknown

A lack of specific action steps per target audience exists

Product features are highlighted instead of the benefits, value, and impact created for the target audience

An integrated marcom plan to create brand consistency is missing

Audience education and awareness is not focused on the appropriate digital channels impacting follow-up

ONLINE ENGAGEMENT



Social media tactics are not integrated with other activities or mapped to specific outcomes

The company website user experience is poor

Metrics are not tracked with regularity and plans are not adjusted as needed

Online content is not tracked or regularly updated

Marketing momentum is lacking due to inconsistent online activity

To solve these business challenges, Marchitecture offers a Marcom digital strategy audit to review these fundamental functional areas to approach your marketing strategy from an integrated holistic view. This audit includes:

A review of your current strategy, key messages, and audience specific calls to action across all channels.

A review of your website, messaging, digital assets, user experience, and online engagement activities.

A summary of recommendations and next steps to address the identified gaps.