

Marketing Effectiveness Audit

Most professional services firms invest time and money in marketing.

What is less clear is whether those efforts are working as hard as they should.

Marketing activity often grows organically over time. New initiatives are added, systems evolve, and responsibilities shift. Without a clear view of effectiveness, firms can end up over-investing in low-impact activity while under-investing in what actually drives enquiries, relationships, and long-term growth.

This audit is designed to bring clarity and answer one question:

Is your current marketing system optimised to deliver results in the most cost-effective way, both now and over the long term?

What we assess	<ul style="list-style-type: none"> ● Current marketing activities and how they contribute to enquiries and pipeline ● Balance between short-term outcomes and long-term brand and authority building ● ROI across channels, campaigns, and initiatives ● Duplication, gaps, or inefficiencies in effort and spend ● Alignment between marketing and firm priorities ● Reporting: what is tracked, unclear, or missing
What you receive	<ul style="list-style-type: none"> ● A report outlining what is working and what is not ● Commentary on where resources are being under- or over-allocated ● Recommendations to improve efficiency and ROI ● A roadmap focused on impact, not volume of activity ● A 60-minute call to discuss findings and next steps
Who this is for	<p>This audit is suited to professional services firms that:</p> <ul style="list-style-type: none"> ● Are investing in multiple activities but lack confidence in what truly drives results ● Prefer to optimise existing efforts before increasing spend
Next steps	<i>Want clarity on whether your marketing is working as effectively as it could?</i>
<u>Click here</u>	Book a discovery call to determine whether the Marketing Effectiveness Audit would be valuable.

