

About VisionEdge Marketing's MarketStrength Audit™

Today every CEO demands to understand the contribution marketing is making to the organization, the value of the marketing team and its programs, and marketing metrics that can be used by the C-Suite to understand marketing's impact on the business. For years, various audits have been used to examine the marketing department, but few if any have been able to quantify the contribution of marketing or been able to assess marketing's metrics proficiency. VisionEdge Marketing's (VEM) Market Strength Audit™ does both. MarketStrength is a tool that helps you determine whether your marketing department is performing as well as it should and the marketing's organization proficiency at measuring marketing's impact on your business. The process is designed to help you identify strengths and weaknesses in your marketing as well as pinpoint ways metrics can enhance your decision-making capabilities.

Benefits

People who have used the audit tell us there are three primary benefits:

- Objective process – rigorous scoring provides detailed and clear feedback and a level playing field
- Detailed analysis – A detailed assessment of marketing and metrics proficiency
- Quantitative – The audit produces a scorecard for each section and their subsections

Approach

VEM uses a phased approach that includes

1. Reviews of business documents, executive interviews and onsite assessments
2. A rigorous analysis using the tool
3. A comprehensive quantitatively based report

VEM works closely with you throughout the process. VEM's methodology incorporates frequent program reviews, rigorous documentation, and interim reporting to maintain an agreed upon course of action. As with all of our engagements, the audit deploys a collaborative iterative process.

Description of the Tool and Methodology

VEM's MarketStrength Audit tool is a proprietary tool that was developed by VEM and is based on VEM's 100+ years of collective marketing experience and work with over 70 companies. The Audit, comprised of two sections, is designed to provide an objective assessment of an organization's marketing performance and an assessment of metrics proficiency and metrics competency. The tool is used in conjunction with an audit process that includes a document review, executive interviews, and on-site meetings with staff. Information gleaned from the process is analyzed by the tool and produces a percentage score and an index. The tool has two sections which may be purchased separately, but the most value is gained from completing both simultaneously.

Section 1: Marketing Performance answers the question: What value is my marketing department adding to by business? Thirteen subsections analyze everything from the purpose and goals of the department, alignment of the objectives, and metrics usage to competitive and customer information, personnel, and tools and support available to the department. Our analysis of these categories combined with company data related to revenue, marketing expenses, and customer acquisition and retention information are used to form an overall score. This score will indicate how strong your marketing department is overall. We will also be able to give a more granular picture of the strengths and weaknesses of the department and provide suggestions for the future.

Section 2: Metrics Competency helps you understand if you are measuring the right metrics and identifies where you are on the [metrics continuum](#). To learn more about how your company ranks in the metrics continuum and to purchase the Metrics Continuum Concept Paper [click here](#). Categories in Section 2 include subjects such as the process for collecting information and for determining which metrics will be calculated, alignment of the metrics with department goals, which metrics are calculated, and how well marketers understand the metrics they are using. Information from the interview/research process is entered

in MarketStrength and returns an overall score. Again, we will also be able to dig deeper and will report on specific areas of concern and interest.

MarketStrength Index is an overall assessment on how your marketing department is performing overall. It is most useful when both Section 1 & 2 are completed and is based on the score attained in the MarketStrength tool combined with information such as market share, revenue, and profit margins.

Upon completion of the interviews and tool calculations, we will report to you our findings personally. You will receive your scores from MarketStrength in a dashboard (hypothetical samples below) as well as our presentation which will include points of interest from our assessment, conclusions, and recommendations for future actions.

What sets the MarketStrength product apart from other audits?

1. It provides both qualitative and quantitative results
2. It draws a picture of company performance as influenced by marketing performance
3. The MarketStrength Index can help you compare yourself against other companies' marketing department performances
4. Points are gained or lost in each section based on a weighted scoring system, helping you easily discern areas of strength and weakness.

Areas Examined for Marketing Performance

- Purpose
 - Clarity of Purpose
 - Individual Purpose
- Goals
 - Planning
 - Communication
 - Performance
- Alignment
 - Objectives
 - Processes
 - Tools
 - Communication
- Measurement
 - Metrics
 - Dashboard
- People
 - Selection
 - Individual Responsibilities
 - Training
 - Executives
 - Team Skills and Size
- Competition
 - Information Collection
 - Information Reporting
 - Use of Information
- Customer
 - General Customer Information
 - Current Customers
 - Target Customers
- Programs
 - Planning
 - Performance
- Infrastructure
 - Systems and Tools
 - Usage
 - Training
 - Marketing Information System
- Marketing Planning System
- Marketing Control System
- Support
 - Management
 - Cross-Functional Resources
 - Culture
- Evolution
 - Plans and Policies
 - Audit
- Investment
 - Budget Management
 - Value Calculation
 - Assessment
- Functionality
 - Representation
 - Abilities / Responsibilities
- METRICS PROCESS
 - Selection
 - Calculation
 - Auditing and benchmarking
- Dashboard
- METRICS SKILLS & TRAINING
 - Individuals
 - Executives
- METRICS TARGETS
 - Target formulation
 - Communication
 - Effects
- METRICS ALIGNMENT
 - Goal alignment
 - Personal alignment
- METRICS PROFICIENCY
 - Activity Based Metrics
 - Operational Metrics
 - Outcome Based Metrics
 - Leading Indicators
 - General Proficiency
- METRICS REPORTING
 - Timing and type
- METRICS DATA and INFRASTRUCTURE

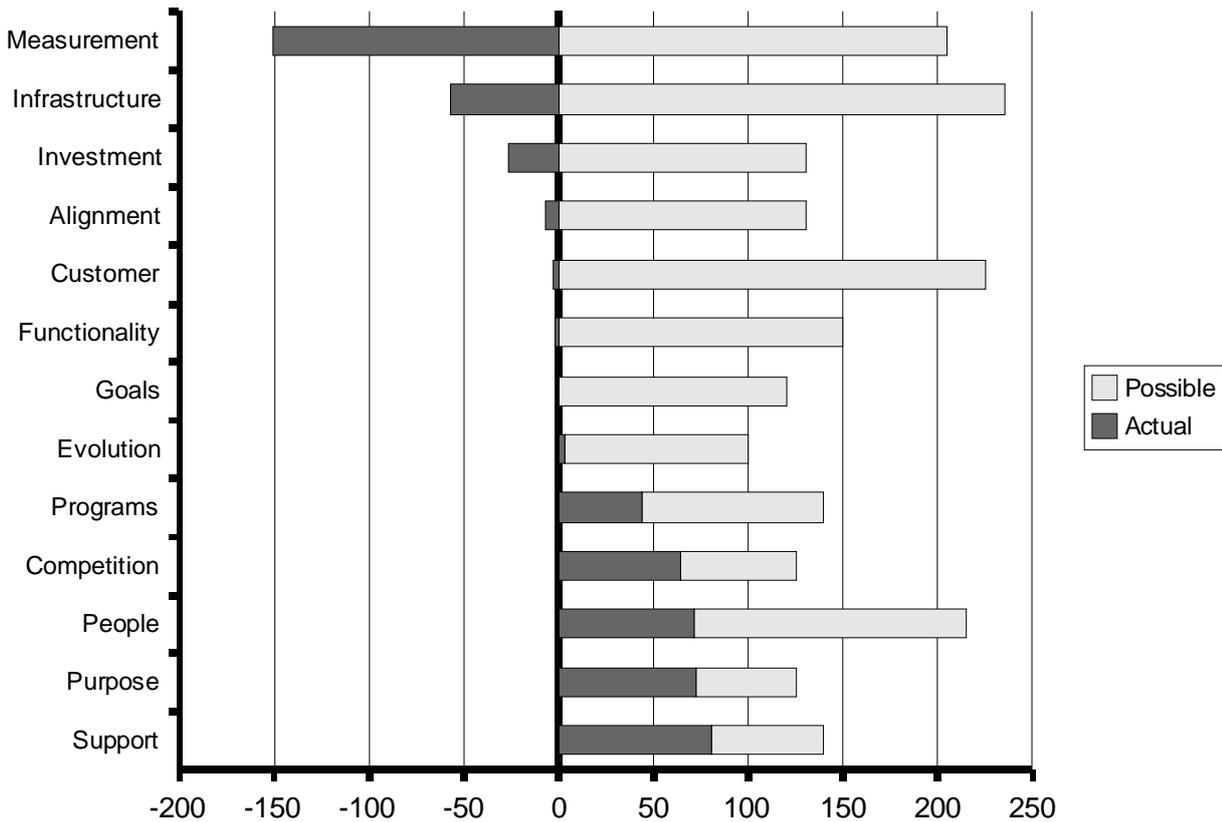
- Source
- Accessibility

- Benchmark Data

Actionable Results

The MarketStrength Audit Tool calculates an objective score based on a maximum possible score of 2,040 for Overall Marketing Performance and 1005 for Metrics Proficiency. VEM delivers the results of the MarketStrength Audit in the form of a detailed report that reports all sections of the audit individually and then provides a high level analysis along with recommendations for action.

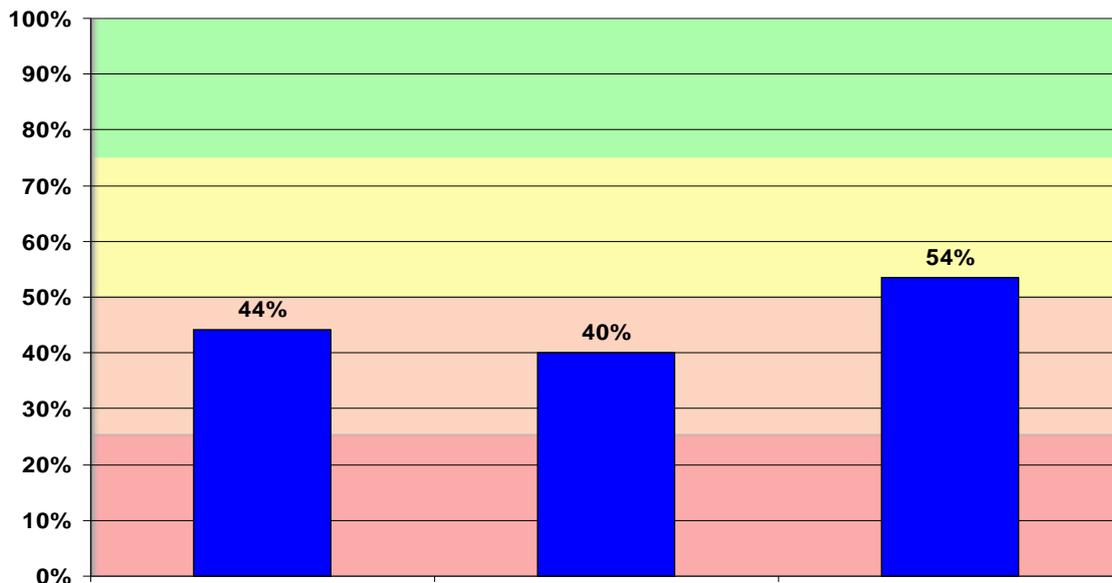
Sample of Overall Dashboard for Section 1

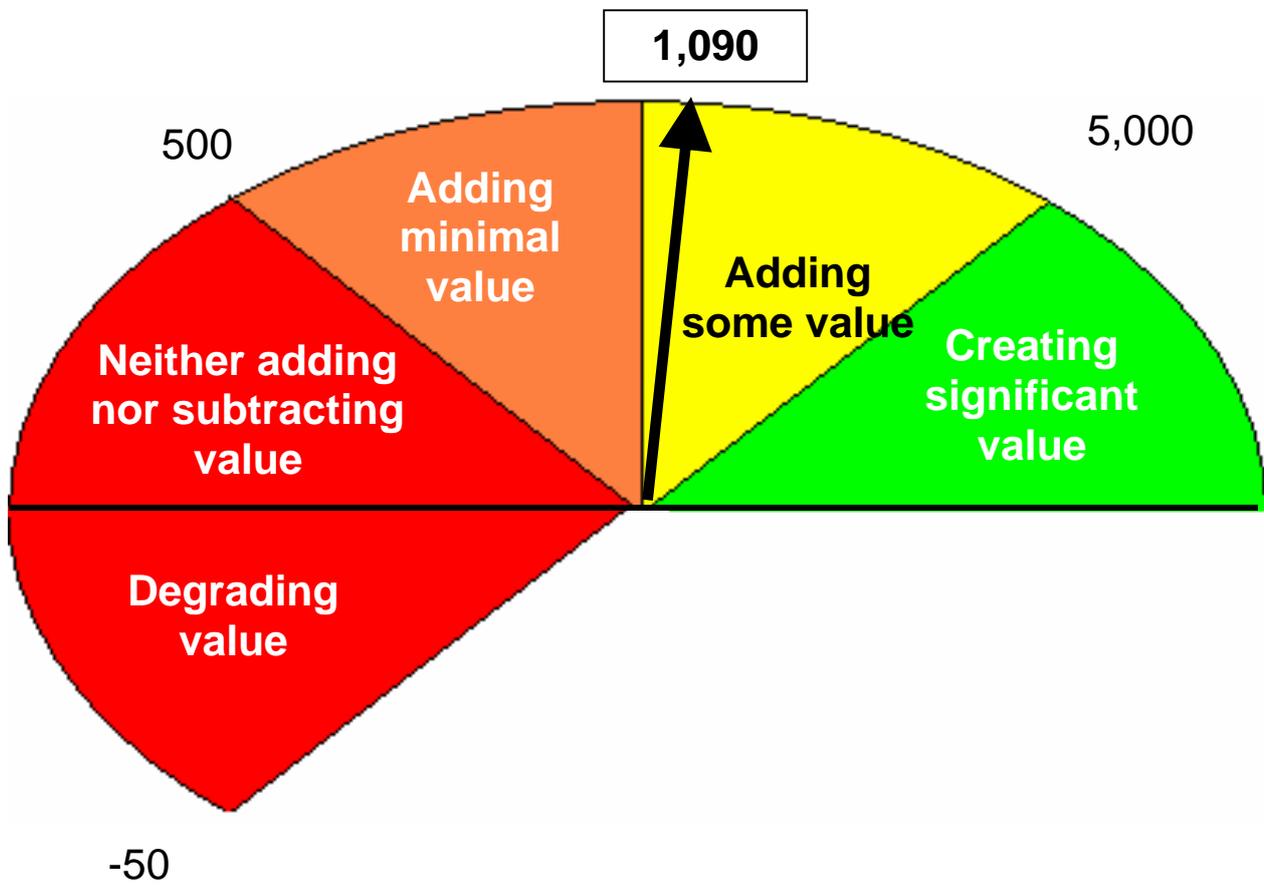


A Similar Dashboard is created for each category in Section 1 and for Section 2 and its categories.

Sample Dashboard using based on results from both section

MarketStrength Measurement Tool Performance





About VisionEdge Marketing

VisionEdge Marketing (VEM) is a marketing consulting firm that provides both strategic guidance and professional development for B2B organizations. VEM's consulting and learning services increase the positive impact that the marketing function must have on business goals. Common assignments include: market segmentation and sizing, demand generation plans, customer segmentation, positioning, market research, and team development. VEM delivers metrics-based, customer-centric strategies and best practices, unlike marketing communications firms that focus on creative tactics. VEM was founded in 1999 and is headquartered in Austin, Texas.

VEM is a C Corporation and a certified National WBE.

Why VisionEdge Marketing

- ❑ VEM has completed similar projects for scores of companies.
- ❑ Battle-tested methodologies deliver results cost-effectively.

- ❑ VEM's engagement methodologies are highly collaborative to encourage customer involvement in the process and ensure that the final outcomes are true team efforts.
- ❑ VEM is known for its metrics-based philosophy that tightly links marketing initiatives to business goals and enhances our customer's ability to monitor, measure and manage the marketing function.
- ❑ The engagement team consists of seasoned b2b marketing professionals. No junior people.

©1999-2006 VisionEdge Marketing. All rights reserved.

