

Marketing Impact Assessment for Example Ltd.

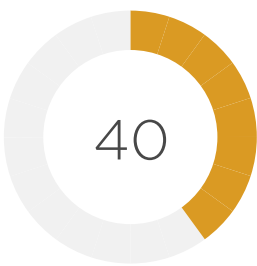
Our Marketing Impact Assessment provides an independent analysis of your site's messaging and content. We have measured the impact of the content you publish and share.* Here we share your scores across a range of indicators as well as a total score based on our impact formula.

*For the assessment we analyse and score the last 10 pieces of content published on your site and social channels. We also test for relevancy and brand clarity.

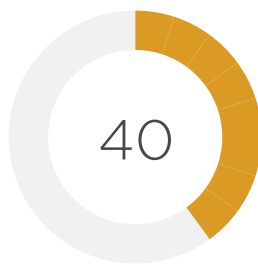


EXAMPLE LTD.

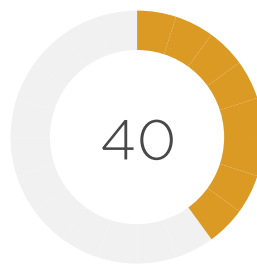
Indicators



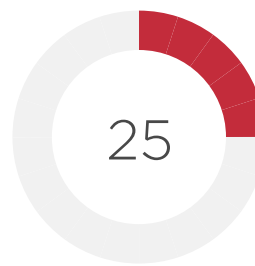
Trust



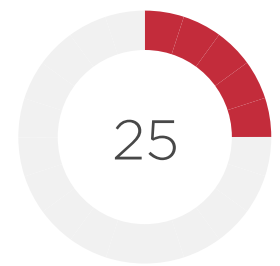
Authority



Proven Success



Relevance



Brand Clarity



Overall impact score

35/100

Top organisations in the assessment score 80/100 and above.

Priority actions for Example Ltd.

Demonstrate how you are helping customers' challenges.

Include more customer testimonials.

Be clearer about who you are and what you excel at.

Creating impact: our services

Review

We deliver a 3-hour workshop to review your impact assessment, compare your scores against competitors and review the implications for your strategy.

Prioritise

Working with your team to shape strategy - we provide research and insights, practical guidance and act as a critical friend.

Accelerate

We provide in-depth support to deliver new content plan and design and produce deliverables as part of an extended team.

Drive

We act as your virtual, extended agile marketing team. We design, deliver, measure and report on your marketing plan.

For help accelerating your marketing impact please contact:

team@insightsmedia.co.uk



insights media

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