



Marketing Consultants

Eric P. Jones & Associates Inc.

## Marketing Audit Profile

*If you don't know where your organization is today . . .  
Where will you be tomorrow?*

*In today's complex marketplace, no organization can be all things to all people. An in-depth Marketing Audit from Eric P. Jones & Associates Inc. ("EJA") helps you focus on what you can be, who you can serve best and how to most effectively reach them. Through a review of your past and current marketing systems, programs and message, EJA helps you determine what is unique about your organization, products and services and how to apply those factors in capitalizing on your marketing opportunities.*

### Develop A Clear Vision Of Your Marketplace

EJA brings a fresh perspective to your marketing endeavours. Through our proven, highly interactive process, we assist in strategically identifying and analyzing the new challenges and opportunities arising in your marketplace and how your organization can benefit from a rapidly changing environment. By developing clarity of purpose at all levels, your organization will be better positioned to shape effective sales and marketing programs. These programs, in turn, will lead to increased marketing flexibility and measurable results.

### An Action-oriented Approach

#### 1. EJA will assist you in developing a process for addressing new marketing opportunities by:

- Examining the changing business environment and identifying key impacts on your organization.
- Anticipating and tracking market forces that will shape your organization's future.
- Linking marketing strategy and the business plan.
- Identifying sources of marketplace information.
- Uncovering prospects needs, issues and challenges.
- Anticipating and planning for competitive responses.
- Customer Value Analysis and Competitive Benchmarking (determine customer perceived value and the value components of your current strategies while benchmarking your organization against your competitors).
- Developing strategies for emerging and growth markets.

#### 2. EJA will create a forum for the evaluation of Current Marketing Programs through:

- Internal Analyses (identifying your organization's strengths and weaknesses, pinpointing your competitive edge)
- Environmental Analyses, Customer Analyses and Competitor Analyses (determine how you are positioned in the marketplace and identifying key market segments)
- Determining your organization's core capabilities in terms of products, services, people and systems. How do your organization's capabilities set you apart from the competition? How do you create a truly sustainable competitive advantage?
- Determining your "unique selling proposition" overall and by market segment. Answer the key question: what differentiates you from your competition?
- Reviewing current marketing plans and strategies (are they passive referral-based or aggressive outbound programs?)
- Reviewing and evaluating current communication materials, tools and systems. Do they give the prospect the reasons you have established for utilizing your products and/or services? Is it an integrated message flowing through all your marketing?

#### 3. EJA will provide and assist in implementing actionable recommendations

An EJA Marketing Audit helps you determine if the organization is aligned to deliver on its promise and take advantage of its opportunities. EJA can recommend and help you implement a realignment strategy to close the critical gaps between your products/services and the realities of the marketplace.

#### The Result – A new vision for your organization

Through a comprehensive Marketing Audit, EJA will assist your organization to:

- Develop current and anticipated market overviews.
- Create "Primary Selling Propositions" that will drive all aspects of the marketing effort.
- Focus management and staff on the proper direction to achieve marketing goals.
- Establish criteria for identifying high potential prospects.
- Refine the programs and targets to reach the major market segments with the highest potential to buy.
- Set the foundation for a formal Strategic Marketing Plan.

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**Eric P. Jones & Associates Inc. (EJA)** Marketing Consultants

Strategic Marketing • Market Research • DirectContact™ System • Customer Satisfaction Surveys • Advertising and Sales Promotion

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