



MARKETING AUDIT FAQs

What can I do to prepare?

Email the following to your dedicated account representative or peppershockstaff@gmail.com at the earliest convenient time:

- Your 30 second elevator pitch (if you have one).
- All previous branding and research, along with your mission, vision, values, etc.
- Marketing materials you are currently using including handouts, proposals, sales sheets, postcards, banners, photos of your tradeshow setup, promotion items, links to videos, etc.
- Your marketing, advertising, promotional, and PR budget and what you spent last year.
- Any current or established marketing plans.
- Any established goals that you have already set for this year.
- The length of your average sales cycle.
- Anything else you think that could benefit us during our session together!

What deliverables can I expect?

You'll walk away with recommendations to improve your marketing results including a kickoff session summary, goals & top recommendations, an empathy map, and a value proposition. For a fully-fleshed out marketing strategy and two year plan, ask us about a complete Marketing Needs Assessment.

How do I schedule the marketing audit?

Schedule your 90-minute session at peppershock.com/audit

We can use our Zoom web conferencing tool to plug in any associates that would also like to participate off-site.

(A meeting link will be set up and provided.)

When should we expect to receive our marketing audit results?

12–14 business days after the 90-minute kick-off session.

We look forward to working with you soon!

Thank You!



When can we get started?

Pay online or be invoiced, then schedule your 90-minute session at peppershock.com/audit

Expect to schedule 2-4 weeks out. Use this time to prepare the list of items included on the left.

Keep in mind that you'll want to bring your team.

This is when we put all our heads together to begin forming a plan, and it's critical that you get buy-in from all of your people!

Where is the meeting?

Via web conference on Zoom (a link will be set up and provided), or at the Peppershock Studio:

1215 3rd St. S.
Nampa, ID 83651

*Down-to-earth process,
out of this world results!*



Let's get this relationship launched!

208.461.5070
info@peppershock.com
peppershock.com