



# MARKETING AUDIT FAQs

## What can I do to prepare?

Email the following to your dedicated account representative or [peppershockstaff@gmail.com](mailto: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](http://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](http://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.**

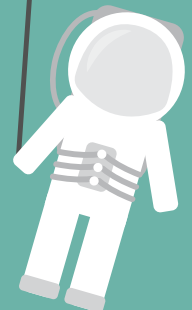
This is when we put all our heads together to begin forming a plan, and it's critical that you get buy-in from all of your people!

## 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!**

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