



CUSTOMatrix™

CUSTOMatrix™ Marketing Assessment

When it comes to marketing:

- ▶ Do you scatter your resources far and wide?
- ▶ How much of your marketing budget is bearing fruit?

The current economic climate makes marketing's ability to produce desired results as efficiently as possible at the top of the mind of many business owners. You probably don't have the option to invest in a comprehensive marketing program with assured ROI. Instead, you pull out your wallet and "hope" you're doing the right thing. But what is the right thing?

Internet Marketing • Advertising • Public Relations • Partner Marketing • Email Marketing
Search Engine Marketing • Direct Marketing • Events • Marketing Collateral

Before you spend money, you need to pause and ask yourself a few key marketing questions:

- ▶ What do you want marketing to *achieve* for your business?
- ▶ What business problem can a good marketing program help *solve*?
- ▶ How do your marketing activities *save* your customers time, money and effort?

Asking the right questions will get your marketing program off to a good start with clear objectives and direction, and help you make smarter decisions around those precious marketing dollars.

A **CUSTOMatrix™ Marketing Assessment** will help you answer these questions and others to gain clarity around your marketing activities.

CUSTOMatrix™ marketing professionals will provide a one day strategy session where we will listen to you regarding your marketing needs and goals and learn about your current marketing organization. We will then evaluate your marketing activities and propose recommendations specifically tailored to help you move from your current situation to achieving your desired marketing and financial goals.

For more information, contact:

CUSTOMatrix™ Marketing Services

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