

Take control of your media resources and marketing initiatives.



For a sustainable and profitable business...

Quickly ascertain your current media and marketing situation.
Take action to ensure that you can attract and retain customers.

Figure out what you need to do in practical terms to get your messages out and to draw customers in using the best possible media tools for your business.

Flat Fee

Based on your specific business, adjust the scope of the audit and action plan so that both tasks can be completed for a flat fee.

\$240

Media Audit

Systematically examine media resources that you already have—as well as the initiatives you need to pursue to support your business.

Analyze media-related factors such as...

- Company goals, markets and current customers.
- Assets such as documents, artwork, images and online tools such as websites and blogs.
- Business identities including names and listings.
- Management interest and capabilities to pursue marketing and sales initiatives.
- Existing media production capabilities including skills, software and equipment.
- Intellectual property issues such as copyrights, trademarks, licenses and permissions.
- Previous and existing media providers including registrars and Internet service providers as well as hosting and maintenance costs.

Supplement the action plan with additional services and resources.

- Targeted skill building sessions for you and your employees—based on specific audit findings.
- Vendors listed on the “Resources” page of this website.

Action Plan

Establish how media tools will accomplish business goals, identify options that are available within your budget and clearly specify media requirements.

Set a path forward to achieve company goals...

- Define the current situation as a basis for future marketing improvements and enhancements.
- Establish practical and measurable objectives—including how you will do-it-yourself and when you will engage vendors to do-it-for-you.
- Prescribe the content requirements for online, print and in-person media materials.
- Verify channels for distributing business messages along with the necessary media resources.
- Describe how the company will interact with customers, prospects and the general public.
- Identify media production projects including the necessary time, money and resources.