



Company X

Market Ready Assessment

Results and Recommendations

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marketing solved.

Overall Readiness Score of Company X is 4

Your overall score is an average rating based on all questions and Roobix' research



Summary

Company X has a strong foothold in wholesale apparel market, an incredible portfolio of brands that it represents, but weak Ecommerce site infrastructure, limited inbound customer data management and a minimal online presence with current and prospective customers. A current opportunity exists to maximise web presence and generate more inbound leads via more customer focused navigation and effective lead generation campaigns. Though Company X have a sales team, they're not following a defined sales process and leads may be lost due to poor qualification and follow up.

Individual Score Dashboard



Strategy

- Lack of planning around Business Development activity
- No defined budget
- Reactive business and marketing strategy



Sales

- Limited business development or pre-sales activity.
- No dedicated sales process that is mapped or customer focused



CRM

- No single database for client data
- No customer relationship management strategy
- Risk of losing information



Comms

- Collection of customer feedback or sentiment via satisfaction surveys not evident
- No newsletters, PR activities or issues management plan
- Product and purpose hard to find



Brand

- Brand not consistent or defined
- Inconsistent messaging, calls to action and unique selling proposition
- Most staff are reasonably clear on company pitch but limited definition in market



Digital

- Navigation not Ecommerce ready
- Website links out to third party Ecommerce store/s with Expired SSL Certificates
- Duplicated Content
- HTTPS & HTTP issues
- Sitemap Issues
- Navigation unwieldy

Strategy Drill Down



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Planning marketing spend and expected outcomes is crucial to business growth. Company X does not have a defined marketing budget.

Marketing activity is irregular and budget is reactive. Without defining spend it's difficult to measure the success of each activity.

In addition, Company X does not have a defined marketing or sales strategy for the business or a sound grasp of customer interactions via data capture.

Recommendations

- Complete one page marketing activity statement for the financial year and allocate budget to each activity
- Determine key business lines that need to be promoted and factor them into activity/campaigns
- Align sales strategy to marketing activity to ensure full benefits are realised
- Explore marketing automation, customer journeys, data integrity and segmentation.

Sales Drill Down



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Although Company X has success in generating inbound leads, the sales funnel has not been clearly articulated or mapped, and no work has been done around forecasting of required proactive activity to maintain the business pipeline.

This is a risk for the business. A clearer view of the pipeline will enable Company X to map trends and trigger activity around opportunities (Eg: Seasonal activity etc).

Recommendations

- Define a set sales process and ensure sales staff are trained
- Create clear centralised pipeline overview enabling reliable revenue forecasting

CRM/AUTOMATION Drill Down



Company X does not maintain a Customer Relationship Management (CRM) system. Currently the only data store for client records is the accounting system.

Potential leads and client data could be lost or deleted accidentally. The lack of CRM system is the key factor behind customer data and sales pipeline issues experienced by most businesses.

Recommendations

- Implement pay by month CRM system to capture all customers (client and potentials)
- Implement opportunity and lead capture process for CRM to develop pipeline
- Capture key client information to improve communications

Comms Drill Down



Company X do not currently communicate to clients regularly.

The company could benefit from a regular newsletter/overview of new product releases, offers and company information which would enable Company X to track open rates, read rates and click rates. This would also greatly increase customer engagement and brand pervasiveness.

Company X currently does no formal client surveys or request feedback on completed work. This could also assist in alleviating business process and customer touchpoint 'pain points' in delivery and help improve products and services.

Recommendations

- Distribute eDM (electronic Direct Mail) using email tool that allows tracking for improved lead generation
- Investigate pro-bono sponsorship opportunities

Brand Drill Down



Company X's brand identity is not as strong or well represented as it could be.

The business is confident that its unique selling proposition is understood by staff and key messages are clearly articulated internally but this doesn't translate via online presence or any other promotional means. As a wholesale reseller, Company X's apparel brand portfolio is the jewel in its crown (especially in relation to new customer or partner attraction) and could represent a broad base of client advocacy, but this is not leveraged as it could be (for example via testimonials, customer recommendations or even just more a more visual presence of partner logos on the site).

Recommendations

- Review existing brand equity and ensure Company X is making the most of their positioning and USP via their branding and profile.
- Increase brand profile through sponsorship and regular PR activities

Digital Drill Down



Company X's website is missing many of the essential elements required to maximise quality lead generation. In summary, the site's navigation is not Ecommerce ready, and does not utilise clear calls to action or conversion touchpoints at key stages in the navigation. The layout is unwieldy, and when a customer does find one of the Ecommerce pages, they are linked out to external conversion pages that often serve expired SSL certificates. From a search and SEO perspective, the current site architecture yields no relevant keywords and although the site is generating leads via the company contacts page, the site offers no

Recommendations

- Invest in new Ecommerce website with best practice UX, seamless, secure payment and shipping integration.
- Implement a user-friendly Content Management System and SEO to improve search results.
- Implement Google for business to improve local search results
- Implement simple 'call to action' strategy and web forms to obtain direct leads from website
- Revise and update content to improve ranking results.

integrated form capture fields, or best practice inbound or data collection.

What now?

Now that you are armed with all this new information about the performance of your business, you can implement the recommendations to take your business to the next level.

If you're interested in discussing the assessment in more detail (we assessed your performance against some of your competitors and can tell you how where they are currently leading in terms of functionality of their Ecommerce activities!) call us on **13 30 40**, or drop us a line on info@roobix.com.au

Roobix is a Western Australian outsourced marketing organisation, specialising in brand awareness and lead generation for small businesses on small budgets.