

# Believe It or Not, They Just Got Audited



## The eXubrio Communications Performance Audit

*"eXubrio helped us align every dollar of our marketing budget with our desired sales results. We learned from the eXubrio team how to plan marketing so that it delivers sales. And we know how to develop measurements for our marketing programs to validate their impact on sales."*

Stephanie Bennett  
Director of Sales and Marketing  
Trustfile

Make every marketing dollar you spend drive sales.

*"I know 50 percent of my advertising budget is wasted;  
I just don't know which half."*

– John Wanamaker, department store founder

In today's business environment, no company can afford those kinds of odds. Whether you are the CEO of a start-up company or the marketing communications manager of a mid-sized business, you need to know that your marketing budget is delivering sales.

The eXubrio Communications Performance Audit will make sure it does.

### **More powerful communications in weeks.**

Never before has an audit been this enjoyable – or this beneficial. The marketing audit is a fast, easy and affordable way to assess the effectiveness of your communications.

In just three to four weeks, we'll analyze current communications spending and messages, identify areas for improvement and provide an in-depth message and design critique of three of your most critical communication materials.

All you have to do is talk to us about your marketing objectives and pull together samples of current work, including ads, public relations, product literature and sales tools. Then, we'll tell you how you can spend your dollars smarter and make your messages sharper.

### **Stop wasting your budget. Start getting better results.**

The marketing audit will analyze your current budget spending to ensure it is aligned with customer behaviors – awareness, interest, intent, trial, purchase and retention. Our messaging and tactical review will include specific design and message recommendations you can act on immediately to improve your communications' value. In short, the audit gives you an objective, expert analysis to assess the effectiveness of your communications.



### **Poor communications will make any product fail.**

Our goal is to help you reinforce what works and change what doesn't.

Because we understand that good communications won't make a bad product succeed, but poor communications will make any product fail.

Once the audit is completed, there's no further obligation. Our recommendations can be implemented any number of ways – internally, through the vendors you are currently using, or through us. The choice is yours.

### **One affordable price.**

Consulting services included in the audit are packaged at an affordable fixed price.

From start-ups to Fortune 500 companies, eXubrio has provided marketing and communications counsel to businesses of all sizes. Our experience allows us to provide high-value communications quickly and affordably.

Visit our Web site or call today to find out how an eXubrio audit can be good for your business.



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