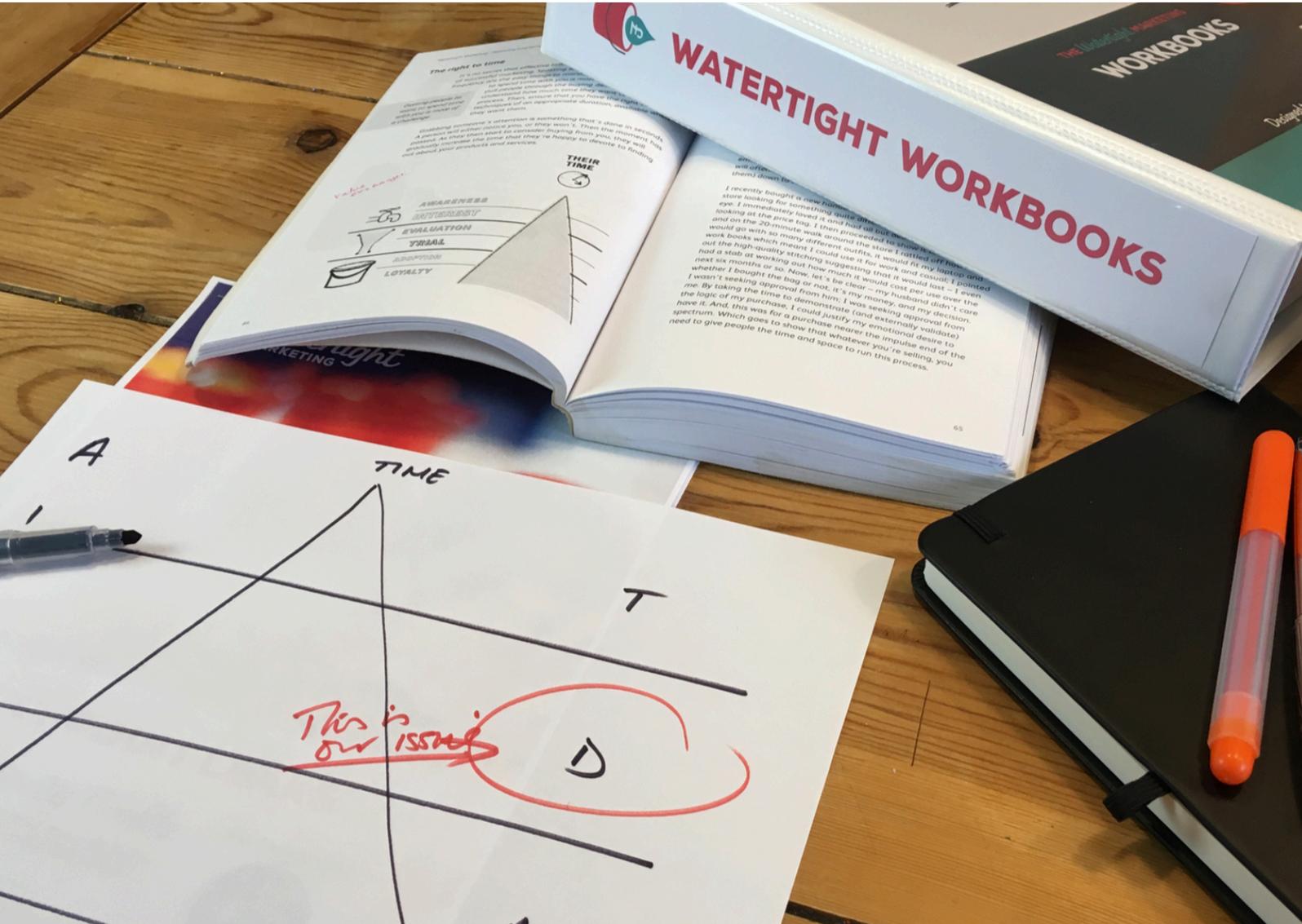


"What makes the Watertight Marketing approach stand out from the crowd of fluffy marketeers is direct linkage of effort to return. The no nonsense approach was a revelation and a relief. We experienced a 400% increase in website traffic and found ourselves ranking in the top 3 of Google search results." DAVID JAMES, MD, ASCENTOR



Marketing Audit And Action Plan

Consultant Delivered Workshops and Plan Package

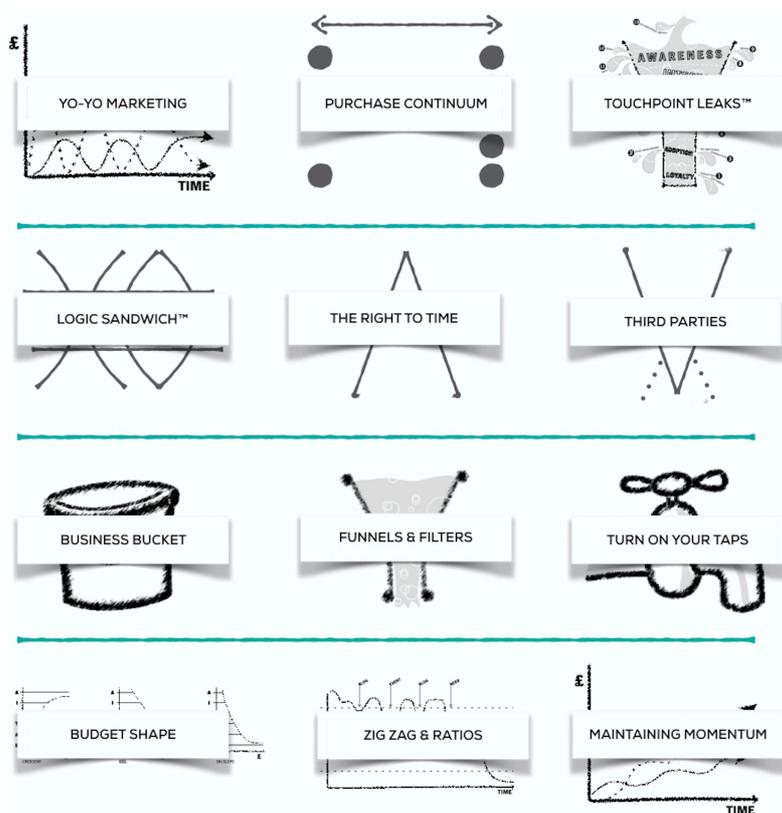


Covered by the Watertight Money-Back Guarantee - we have had this guarantee in place since we began in 2013. If a client isn't satisfied with the consulting service, they get a refund. We've never had to refund a penny.

Build a marketing operation that drives top sales results

Why do you need a consultant delivered Audit & Action Plan?

1. You want the transformative embedding of a 'proper' marketing function.
2. To produce at the same time a 12 month marketing plan that drives top sales results.
3. You need a marketing capability audit and recommendations to plug gaps on required:
 - Systems, processes and tools
 - Internal skills and expertise
 - External suppliers
 - Content and marketing materials
 - Budgeting and measurement
4. To ensure your marketing is supporting every step of your customers' buyer journey.
5. To ground your marketing firmly in reality with customer interviews and market research.
6. To generate strategies for your Buckets, Funnels and Taps beyond tactical leak fixing.
7. A programme of quick wins in priority order to move the needle as quickly as possible.
8. The case study at the end of this document sings to you.



"Watertight Marketing allowed us to break down the big picture into clear actions. We doubled the business within 12 months, and three-fold within 5 years." **PATRICK NASH, CEO, CONNECT ASSIST**

The Watertight outcome

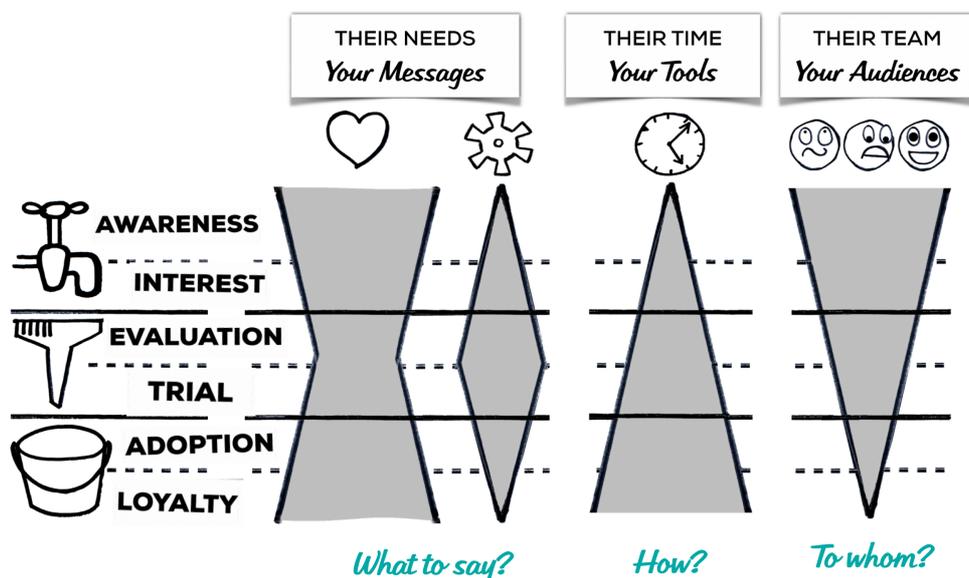
- £ The blueprint on effecting your marketing transformation.
- £ A full gap analysis on the capabilities you need to develop.
- £ A 12 month prioritised marketing plan aligned to sales results.
- £ Quick wins to put into powerful effect immediately.
- £ The option of a Watertight expert consultant, immersed in your business, that you can engage to help execute the plan.

What's involved?

- £ A full day workshop led by a Watertight consultant tailored to include an end-to-end review of your marketing against the Thirteen Touchpoint Leaks.
- £ An mix of customer surveys and secondary research - e.g. competitive landscape.
- £ Detailed review of all your existing marketing strategy, tactics and processes.
- £ Interviews, in person or by phone, with key suppliers and customers to clarify findings, and gain insights.
- £ A half-day presentation of findings and discussion of next steps.
- £ A final report detailing findings, areas for further assessment, recommendations and 12-month action plan.

"In over 15 years of running and growing this business, I can confidently say that no other process has made as much positive impact, so completely, across all areas of our business as Watertight Marketing. It informs almost everything we do."

**JOSEF ELLIOT,
MD, OYSTER IMS**



Your Audit and Action Plan deliverables

1. Strategy: what are you selling to whom?

Key deliverable - Audience mapping: A map that details your ideal clients and what you offer to them. This can then be used to clarify what problems you're solving for them and what messages you need to communicate to different customer groups. The audit will highlight where you might need clearer or more compelling messages about the benefits your products/services provide.

	SECTOR 1			e.g. FINANCIAL SERVICES		
	Key sector message			Must-have new data asset to reduce risk		
	INDUSTRY X	INDUSTRY Y	INDUSTRY Z	e.g. Insurance	e.g. Retail banking	e.g. CRAs
	Key industry message	Key industry message	Key industry message	Stop first party fraud at the front door		
Discipline A	Discipline & industry-specific message	Discipline & industry-specific message	Discipline & industry-specific message	Powerful new segmentation criteria to improve profitable response		
Discipline B	-	-	-	Real-time script adaptations for contact centres		
Discipline C	-	-	-	Collections segmentation that works		
Discipline D	-	-	-	etc.		

Table: Industry Messaging Matrix

2. Set-up: what marketing infrastructure do you need?

Key deliverable - Infrastructure audit: A highlighted marketing system and process audit with strengths and weaknesses identified and suggested investments where necessary. This covers key marketing assets, for example data, digital, brand, etc.

3. Skills and 4. Suppliers: what skills are needed to run this infrastructure?

Key deliverable - Skills assessment: Commentary and prioritisation of key skills (in house and out-sourced) for partnering, recruitment, training and/or development.

usual activity	current	future	rating
Blogging	<ul style="list-style-type: none"> Confident with website/CMS skills. Needs more help with RightNow (training has been investigated) Getting to grips with planning and scheduling blogs Struggles with copywriting. Important to develop or outsource. 	<ul style="list-style-type: none"> Picked up Drupal well. Pro-actively researches and resolves queries on her own. Is obviously not a copywriter and needs help with briefing copy. Needs to own and drive the SEO project. Google Analytics now being used. Report formats need to be simpler 	Medium
Campaigns	<ul style="list-style-type: none"> Feels fully up-to-speed. 	<ul style="list-style-type: none"> Has experienced the creation of a campaign from start to finish. 	Medium

5. Activity and tools: what content and programme do you need to drive results?

Key deliverable - Assessment: A review of the buying decision for each key audience with traffic light assessment of the performance of each appropriate tool or technique.

Key deliverable - Actions: For each priority area, you will have a list of things you can implement simply, and any requiring additional investment.

Key Identified Fixes

No Emotional Connection (Leak #3)

Definition	Limited personality or human touch in visuals and written style. Inconsistencies in experience across the organisation.
Observations	The new visual identity has a great strap line that will help. Ashridge needs to highlight its people, and its customers as real people. There may also be inconsistencies in the way different people in the team talk about the business, e.g. relationships with growers.
Simple fixes	<ul style="list-style-type: none"> Visual identity: Complete visual guidelines to bring in all styles required for CSS. Tone of voice: Create a set of tone of voice guidelines to accompany the new visual identity. Include bibliography if common spellings, etc. Common language: Collate key stories, or ways of describing, unique aspects of the business, e.g. relationships with buyers, family business, etc. Common language: Prepare internal guides on technical descriptions that are often requested. Real people: Have blog posts by-lined by real members of your team. Real people: Collate photography and friendly biographies on team members, include personality element like favourite plant. Team knowledge: Include all these materials in an induction process for new starters and run regular internal workshops to share knowledge and keep them updated.
Also consider	<ul style="list-style-type: none"> Visual identity: Investment in set of MS Office Templates to ensure creation of consistent documentation. Real people: Prepare introductory videos on the members of the team, or the whole team, to show the family feel and real context of the business.

Key deliverable - Activity overview: Mapping activities against audiences and their buyer journey to identify any gaps with suggested additions.

Activity	Priority	Max. Spend	AUDIENCE			SALES-CYCLE							
			A	B	C	AWARENESS	INTEREST	EDUCATION	TRIAL	ADOPT	LOYALTY		
Advertising	B	£50K											
Public Relations	A	£24K				✓	✓						
D&AD-2010-Sponsorship	A	£30K				✓	✓	✓					
DMA-Digital-Tracking-Sponsorship	C	£20K				✓	✓						
IAB-Mixx-Expo-2010-Sponsorship	B	£30K				✓	✓	✓					
Ad-Tech-2010	C	£10K				✓	✓	✓					
Technology for Marketing-2010	B	£10K				✓	✓	✓					

6. Activity and tools and 7 Quick wins: A marketing plan broken down into monthly actions and immediate wins

Key deliverable - Action plan: A thorough 12-month marketing transformation and action plan.

Initiative	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Advertising	Search engine	Display	Video	Native	Direct	Print	Radio	TV	Out of home	Direct mail	Event	Sponsorship
Public Relations	Media relations	Thought leadership	Opinion pieces	Press releases	Media monitoring	Media strategy	Media buying	Media placement	Media review	Media training	Media outreach	Media evaluation
DMA	Website analytics	Search analytics	Display analytics	Video analytics	Native analytics	Direct analytics	Print analytics	Radio analytics	TV analytics	OOH analytics	DM analytics	Event analytics
Website	Content marketing	SEO	UX	Conversion	Analytics	CRM	Marketing automation	Lead generation	Lead nurturing	Lead scoring	Lead tracking	Lead attribution
Video	YouTube	Vimeo	Facebook	LinkedIn	Twitter	Instagram	YouTube	Vimeo	Facebook	LinkedIn	Twitter	Instagram
Direct Mail	Direct Mail	Direct Mail	Direct Mail	Direct Mail	Direct Mail	Direct Mail	Direct Mail	Direct Mail	Direct Mail	Direct Mail	Direct Mail	Direct Mail
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Out of Home	Billboard	Billboard	Billboard	Billboard	Billboard	Billboard	Billboard	Billboard	Billboard	Billboard	Billboard	Billboard
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Watertight Marketing transformation case study



Ascentor initially engaged Watertight Marketing to undertake a marketing transformation programme, and then went on to retain a Certified Practitioner to maintain marketing momentum.

Client: Dave James, MD | www.ascentor.co.uk

How the power of emotional impact gave this client a whole new platform for engagement

What makes the Watertight Marketing approach stand out from the crowd of fluffy marketers is direct linkage of effort to return. All marketing activity is carried out because it leads to improved sales. The no nonsense approach was a revelation and a relief.”

Dave James, MD — Ascentor

Background

Ascentor are information risk and cyber security consultants. They help businesses, public sector organisations and government suppliers keep their information secure. Founded in 2004 by Dave James, Paddy Keating and Steve Maddison, they are based in Gloucester and have worked with Watertight Marketing since 2011.

Ascentor are typical of many growing consultancy businesses. They have a huge depth of experience in their specialist field, but they didn't have the time to devote to marketing or the resources to employ a full-time marketer. What they did have was the identification of a problem — and the realisation that they needed marketing help.

As MD Dave James explains, *"Our existing clients knew what we did but we were finding it a challenge to reach new ones — and we often found their perceptions of us were wrong. We were missing out on opportunities that we should have been winning. We needed to find a way to make sure the right messages got through."*

How Watertight Marketing Helped

The first step was to work with with Bryony Thomas to map the business against The Thirteen Touchpoint Leaks™. This is a unique review process that helps businesses identify their specific marketing priorities, based on achieving sustainable profitable payback.

See related post: [What are the Thirteen Touchpoint Leaks?](#)

In Ascentor's case, three leaks stood out as the key focus:

- **Leak # 12 — Not being known for what you do:** People were categorises Ascentor as as IT provider, rather than as holistic strategic consultants.
- **Leak # 13 — No emotional impact:** Information security can seem very distant, and being something that'll "never happen to us" so as to appear non-urgent.
- **Leak # 7 — Information overload:** Ascentor was jumping straight into the deep detail of their specialist skills, without taking people on a journey of understanding why they might need them.

The mental filebox and cutting through with impact

Not being known for what you do can have a hugely frustrating and damaging effect on a business. This is when potential clients have you filed wrong in their own minds. People misunderstand your services such that the business you could be doing — and should be doing — is often awarded elsewhere. This leak caused a narrower perception of Ascentor's services, cost them revenue, and needed to be fixed.

Ascentor MD, Dave James explains, *"Although we're well known to our existing clients as a consultancy business, potential clients often perceived us as 'technical' or 'IT'— and they thought they had that angle covered. Our marketing challenge was therefore how to engage on a different level — one that made them realise that information risk was much bigger than 'just' an IT issue."*

The solution came about in parallel with looking at Leak # 13 — No emotional Impact. The rationale for creating a strong emotional impact is simple. If something stirs an emotion, your audience can't help but notice it.

For Ascentor, a solution that addressed both emotional impact and increasing understanding of what they offer came about by developing a message that made the threat something their buyers could truly visualise. Ascentor tapped into an emotional response by commissioning their

own research on a controversial topic — would employees steal data from their employers?

From this initial core idea, we worked with Bristol based content specialists Valuable Content, to produce ‘The Human Face of Information Risk’. It revealed frightening statistics that over half the UK population would be prepared to compromise their employer by way of sabotaging information.

Now, as an HR or IT Director, that goes from a faceless attack from overseas, to something much more real. Ascentor found they had the attention they wanted, and were more readily perceived as strategic partner. Even better, the publicity created from the research and subsequent presentations gave them a whole new platform for engagement.



As Dave James explains “*The Human Face research was the perfect platform to demonstrate, with real evidence, that information risk was a business issue and wider than IT. It was a powerful awareness campaign for us*”.

| *See related post: What are the real triggers in a sales process?*

Consistent messages to clearly position expertise

The powerful emotional messaging of the *Human Face of Information Risk* campaign certainly helped to raise awareness of Ascentor, but this needed to be set within a clear and consistent key message framework, and have a commitment to regular short form content to draw people in.

Ascentor knew what they wanted to talk about but their earlier messaging had been suffering from Leak #7 Information Overload. They were covering many topics, in too much in-depth. This meant jargon-filled materials that were hard to get to grips with quickly.

To simplify things, they worked with Bryony and the team at Valuable Content to agree on three core themes to focus on. These were:

- Securing your information strengthens your business
- Information risk is not an IT issue
- Information risk is a matter of context

Dave James comments, “*Having our themes in place made it much easier to plan things like our blog content — and much easier for our customers to grasp what we do. If the content suggested underpinned one of these themes we used it, if not, we didn’t.*”

| *See related post: Being known for what you do: Clarity, Consistency & Context*

The breakthrough — consistent commitment over time

Ascentor has experienced a 400% increase in website traffic and found themselves ranking in the top 3 of Google search results for some of the niche terms relevant to their business. Over time, certain blog articles have hit a rich vein of interest. Viewing figures for some of their content is now approaching 20,000 unique visits, and still attracts several hundred views every month. For a 12-person, niche business-to-business consultancy, these are impressive numbers.

The outcomes from embracing the Thirteen Touchpoint Leaks methodology have helped Ascentor become better known for what they do within a very specialist sector. This is credited in the most part to the work on their marketing messaging, and in building a highly visible and respected blog.

Without any in-house marketing resource, Ascentor wanted to ensure the results they've achieved were sustained over time. As Dave James explains, *"We originally came to Watertight Marketing saying we needed leads — but what we've benefitted from most has been a Watertight system. Now that marketing is embedded in the business, we wanted to keep the momentum going."*



To ensure this Ascentor has retained the services of Watertight Marketing Certified Practitioner, Ben Wheeler, since Autumn 2014.

Ben is there to make sure marketing activity supports the strategic plan and, on a month-by-month basis, that all the right marketing activities are delivered on time and budget.

On-going strategic sounding board...

Dave James puts the advantage this brings into context for Ascentor, *"As an Accredited Watertight Marketing Consultant, Ben has an input on strategy, helps create our website content, manages our social media and brings fresh ideas to the table each month. Most important of all, he saves us a huge amount of time and makes sure that our marketing, messaging, and visibility remain on-track."*

The future for Ascentor

Five years into their relationship with Watertight Marketing, Ascentor are as committed to the methodology as they were at the start. With new services in development and new markets to reach, they have recently commissioned a new *Touchpoint Leak Assessment* as a means to focus priorities. This fits perfectly alongside their work with their Certified Practitioner and creates a longer term plan with clear actions to incrementally and sequentially address each leak in manageable ways in order of priority. In reflecting on the relationship, Dave comments: *"It gives me great satisfaction to find that we are consistently on the first page of Google for our key search terms. The work over the past 5 years has created the awareness and momentum that generates the level of enquiries we get today."*

