

Introduction

In our 10 years of experience helping a variety of customers rollout marketing automation programs, we have witnessed many viable businesses waste money with a poorly balanced online marketing mix or with a budget that can never deliver meaningful results. We have also seen well meaning service providers implement programs that could drive two to three times as many visitors (and customers) as they do because their limited experience in marketing automation caused them to omit key features.

An Internet marketing assessment is the best way to determine whether your marketing initiatives are helping you meet your goals in the most efficient, cost-effective and generally beneficial way. Internet marketing assessments developed by professional Internet marketing vendors like Meitasoft ensure that your initiatives are analyzed and compared with the best solutions available, which you may or may not have the time or contacts to determine.

Our thorough, step by step, assessment reviews your practices across four key areas, including Internet Marketing Basics; Lead Generation and Management; Database Marketing; and Campaign Performance Measurement and Continuous Improvement.

We'll work with you to determine whether your marketing programs are really meeting your goals in the most efficient, cost-effective and generally beneficial way.

An assessment by one of our experienced online marketing consultants will ensure your initiatives are analyzed and new solutions and approaches are considered to keep your programs performing the way you need them to.

Online Marketing Strategy Review

We conduct our Online Marketing Strategy Review both on and offsite, saving you money and time. The engagement typically takes 5 days and is completed in two primary phases:

- **Phase 1: Discovery**
During Phase 1 we conduct an in-depth assessment of the current state of your Internet marketing practices and work with you to understand your Internet marketing goals; What if you don't have **defined goals** for your online marketing? In that case, an assessment will start you on the path of defining goals that are reasonable given your resources.
- **Phase 2: Develop**
During Phase 2 we share our assessment of your programs and technology

Online Marketing Effectiveness Audit

and deliver recommendations, strategies, priorities, and plans. We'll also help you identify what Internet Marketing initiatives you could add to your marketing program to help you meet your goals .

- **Phase 3: Execute & Evaluate (*Optional*)**

During Phase 3 we create marketing improvement plans which can be executed by project teams led by your Marketing leads. Progress is measured on a weekly and a monthly basis and reviewed by the executive team. This is a great opportunity to put new programs and technology into place and monitor and tune these programs with the support of our online marketing experts.

Contact us to arrange an initial consultation at no charge. We will discuss what you are doing, how it is working and then discuss things you could be doing to help achieve your business objectives.

Call us now at 617-398-0445 or send us an email fcusick@meitasoft.com and ask to set up your

initial consultation.