

Business Health Check

MARKETING



Experienced SaunaGrow Mentors will review Your Business in relation to marketing activities and will determine the level of their effectiveness in building your brand image.

Mentors will prepare solid recommendations to achieve more effective communication with the market and thus a better positioning of the brand, giving the possibility to quickly implement some of the proposed solutions and will offer assistance in implementation.

THE EXPECTED RESULTS OF THE PROCESS:

- It can be the basis for consultancy projects related to defining effective marketing communication
- Identify the strengths and weaknesses of the company's marketing activities
- Understanding where and how to use your brand's potential more effectively

Why the soap in the picture above? **Marketing is a set of many components, not only correctly arranged in a nice looking box, but also connected to each other. To make it work, you have to roll up your sleeves and sometimes get your hands dirty.**



PREMIUM

<p>1 Current status verification</p> 	<p>Vision, mission and coherence of the marketing strategy, including the company's business objectives</p> <p>Brand communication via www</p> <p>Brand communication in social media</p> <p>Brand communication offline materials (including sales materials)</p> <p>Brand communication SEO/SEM and online reviews</p> <p>List of systems used, processes and standards</p> <p>Analysis of the marketing team - needs, strengths and weaknesses.</p> <p>What competencies are worth developing or acquiring in the market?</p>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>up to 3 key persons</p>
<p>2 Improvements identification</p> 	<p>Analysis of current marketing communication - online/offline</p> <p>Visual identification</p> <p>Marketing personas verification</p> <p>Analysis of processes connected with task execution and daily work of the marketing department</p> <p>Website (mobile and desktop) basic analysis</p> <p>Website (mobile and desktop) analysis of CTAs and sales processes</p> <p>Performance measurement procedures (CPL, CAC, LTV, conversion)</p> <p>Mystery shopper survey</p>	<p>detailed analysis of 3 channels</p> <p>✓</p> <p>development</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>
<p>3 Report preparation</p> 	<p>Presentation of identified areas for improvement</p> <p>Proposed recommendations for implementation</p> <p>Content suggestions (articles, podcasts) that will help implement the recommendations</p> <p>Prioritisation and benefits of the proposed solutions</p> <p>Proposal of the implementation method</p>	<p>✓</p> <p>9 recommendations</p> <p>✓</p> <p>✓</p> <p>5 recommendations</p>
<p>4 Next step</p> 	<p>As part of our continued co-operation, you will receive support from SaunaGrow's Experts in the particular improvements implementation.</p> <p>Business Health Check can be the beginning of a common path, leading to the growth and development of Your Business. Whatever are the needs of your growing business, our Mentors will be able to help on their own, or point you to the appropriate people from their extensive contact network.</p>	



Business Health Check of Company Marketing activities gives a number of benefits for Your Business

- Identify the strengths and weaknesses of the company's current marketing activities
- Understanding where and how to use your brand's potential more effectively
- Concrete guidelines for increasing the effectiveness of marketing activities in all areas of communication
- Effective communication with the market and brand positioning

€ 4 500

PREMIUM

all elements from the 'premium' column above including:
audit/report/recommendations/5 implementation proposals/engagement of
dedicated expert app. 60h. Implementation time: app. 20 working days

Dedicated Experts: Natalia Laskowska and Bolesław Drapella, more on www.saunagrow.com/mentors

SaunaGrow is a brand of: RoomAuction.com Ltd, 7 The Southend, Ledbury, HR8 2EY, UK, NIP GB 840 7458 20, Company No: 5195474



Bolesław Drapella

ENTREPRENEUR

ENTREPRENEUR, FOUNDER OF SAUNAGROW.COM, CO-FOUNDER OF RECAMP.PL AND FORMER HEAD OF GRATKA.PL, CEO OF MORIZON LISTED ON WSE AND CEO OF AIRHELP POLAND.



Natalia Laskowska

OPERATIONS ADVISOR

EXPERIENCED MANAGER, MASTER OF MAPPING AND OPTIMISING PROCESSES, BUILDING AND MOTIVATING TEAMS. VP OF OPERATIONS IN THE AIRHELP GROUP, MENTOR IN SAUNAGROW.