



Northpoint Directions are developed to help business leaders stay informed on new and unique approaches and ideas to improve their business performance. This publication is produced by Northpoint Advisors, LLC.

► Today's Topic

The Business Marketing Audit, and how it generates real-time results.

► Why Topic is Relevant?

Companies need to know that they are investing business development dollars as prudently as possible. It is possible to know the total costs, measure ROI and identify possible improvements.

► Sample Questions in Customer Success Surveys

- Have we applied ROI metrics to our sales and marketing expenses?
- Do we know the right percentage to apply to the "S" part of the SG&A scale?
- Can we be more effective with an equal-to or lower spend levels?
- How do we know we're investing in the right areas?
- Are we properly integrating our marketing efforts so we leverage all the buttons we can push?
- Are we relying too heavily on our direct sales force to build awareness?
- What are some new methods or ingredients that can be applied to our go-to-market effort?
- How do we go about transitioning from our current investment level to our revised new formula?

► The Solution Set

Conduct an audit now or as part of your planning cycle. Reallocate dollars accordingly.

► How Can Northpoint Help?

Northpoint is an independent third-party expert that has a keen understanding of these measures and metrics and can advise companies on how apply them to their situation. We find this exercise to be cost-neutral because of the money it often saves companies.

New York Office:
Northpoint Advisors, LLC
160 Linden Oaks
Rochester, NY 14625
585.233.6707

Midwest Office:
Northpoint Advisors, LLC
2525 East Paris Rd, Suite 100
Grand Rapids, MI 49546
616.975.0194

