



Client Focused
M E D I A



CLIENT NEEDS ANALYSIS



Prepared for:

Welcome To Your Needs Analysis

Thank you for the opportunity to audit your business and your marketing efforts. I appreciate the opportunity to build upon this relationship and better serve your company! I know our team at Client Focused Media will produce excellent results should you choose to engage us after the audit process. This campaign will allow us to strategically increase the effectiveness of your marketing assets. Our ultimate goal is to build more customers, and stronger brand-equity for your business.

We are constantly looking for ways to make our client's experience the best possible. Your feedback is essential, and I encourage you to contact me at any time with questions or comments. I am personally looking forward to helping you grow your organization, and will be there every step of the way to ensure your campaign's success!

Equally important is that our talented team and unique workflow allow you to buy back your most precious asset: your time. Instead of juggling multiple companies and agencies and trying to coordinate their efforts, with Client Focused Media, you work with one agency that is **FOCUSED ON YOU**. Client Focused Media is your complete integrated marketing solution.

Mike White
President of CFM

THE CLIENT FOCUSED MEDIA WAY

It is more than a phrase. It is a philosophy that is actionable because of our **unique, integrated marketing solutions**. Because Client Focused Media offers you an entire team of experts in specialized fields, we can provide you unparalleled services in all areas of marketing. Equally important is our talented team and unique workflow that allows you to **buy back your most precious asset: your time**.

Instead of juggling multiple companies and trying to coordinate their efforts, with Client Focused Media, you work with one agency. Our seamless integration of experts focused on services ranging from media buying and public relations to creative campaigns and sales performance coaching ensures **your marketing messages work together for maximum power**.

Our Core Values

FAMILY.

We value what each individual brings to the CFM family. We are loyal, supportive and respectful of each other's time, both at work and at home.

OPENNESS.

We are honest, fair, and promote candid communication, welcoming feedback to drive continuous improvement.

COLLABORATION.

We believe that learning requires teamwork and practical interaction. We work as a partnership with our clients and vendors to achieve our common goals.

UNIQUENESS.

We lead by listening, learning, and using our unique talents to deliver unmatched success to clients and the community. Many talk the talk, but we believe true success comes from helping others achieve theirs.

SERVICE.

We listen to the needs of our clients and our community. We believe that our success is directly correlated to the success of those around us. We help to sustain a vital community where each member is valued and where all are bound by a common purpose.

ENJOYMENT.

We believe that having fun at work is essential to our well-being. We love what we do, and we do what we love, bringing energy and passion to every task. A positive work environment fuels our creativity and success.

DEPENDABILITY.

We are only as good as our word. We work diligently to gain and retain the trust of our clients and vendors. We do what we say we are going to do, consistently delivering on our promises to ensure long-term partnerships.

1 Team + 1 Goal = **Your Success**



DIGITAL



Interaction with your website is often a potential client's first impression of your company, with 81% of consumers conducting online research prior to making a big purchase. On average, you have 10 to 20 seconds to impress your visitors, show them what you have to offer and keep them coming back for more. At Client Focused Media, our extensive experience will audit your website, seo and competitors.



Online Footprint

Client Focused Media conducts a comprehensive audit of your online presence with a detailed report that shows you the highest priority issues for optimizing your online presence. After we conduct our research we will deliver a full report and will include recommendations for optimizing your online presence.



Digital Competitor Analysis

Getting to know your competitor's strengths and weaknesses is the foundation on which to base a good strategy. Our analysis offers relevant insight about your competitors. We analyze what your competitors are doing to see gaps between your website and theirs, and online rankings/traffic.



Forensic SEO

A forensic SEO audit involves a deep analysis of your existing website inside and out to include everything that has been done to the website. The benefits of this audit go beyond standards SEO audits, we include the total business eco-system, from analyzing your "user experience" to on-site and off-site SEO to increase online visibility and rankings in search engines.



UX

A comprehensive website review is essential, focusing on brand coherence, usability, content quality, tone, organization, and click-through rates. After auditing your site(s) for user experience, we'll share our findings and recommendations to help strengthen connections with your current audience, nurture relationships, and attract new ones.



CREATIVE



A Vision and a Voice

Consistency and authenticity define a brand. Founders trust their brand to represent them sincerely and speak for them effectively.

Communicate Effectively

In a fast-paced market, less is more. Clear visuals and creative copy reflect your company's image. Client Focused Media ensures you always make a strong impression.



Branding

In keeping with the goals and objectives for your business, we'll explore the brand as it is today, to ensure that every touchpoint and every bit of content accurately represents the caliber of programs, services and/or products you offer. In addition, we will outline the strengths and weaknesses of existing brand elements, and provide recommendations as appropriate for the streamlining and/or development of ancillary brand components.



Graphic Design

Good graphic design is not just about developing the most visually imaginative idea. It's about strategically and creatively leveraging the platform on which that design is displayed. The Client Focused Media design team reviews all current brand and marketing collateral, as well as advertising and social media creative, to ensure you are visually consistent with your brand promise, and make suggestions for updates, improvements and growth as needed.



Video

As the king of digital content, video is perfect for sharing new ideas, gauging interest, and building connections. Video is shared 1,200% more than links and text combined. Our video audit will review your existing resources, preparatory materials, raw footage, and post-production cuts. Our goal is to share our observations and provide feedback based on our assessment of your library's prevalence and quality, subject matter and focus, and messaging and placement.



Photography

60% of consumers who use online search say they prefer to contact a business whose listing includes an image. Why? Because photography, like video, engages potential customers visually and communicates directly with them about who you are and what they can expect from you. We take a closer look at your photography use on digital and print platforms in order to help us determine if your photos are helping or hindering the brand, and advise you on style, subject matter, formatting and more.



SOCIAL MEDIA



Staying on top of the constant changes that market dominators like Google and Facebook are implementing in the industry can be a tricky and time-consuming venture. With Client Focused Media's team of experts, you'll gain insights and strategies tailored to your goals as we review your current social media status, both organic and paid.



Organic Social Media

Continually building a social media presence is critical to remain reputable and in the eyes of your current and potential customers. We will assess your social platforms in the areas of engagement, creative, messaging, variety of content, and social following in relation to competitors. We will address your organization's goals and provide suggestions for ways social media can help accomplish them and compliment your brand best.



Paid Advertising

Due to evolving social media algorithms, organic posts now reach only about 5% of your followers. Implementing a strategic paid social media approach is essential to amplify your content's visibility. We will evaluate your current advertisements and offer tailored recommendations on creative elements, messaging, and audience targeting to authentically represent your brand and achieve your objectives.



Reporting

As of early 2024, Instagram has over 2 billion monthly active users, making it a critical platform for audience engagement. Similarly, platforms like Facebook, TikTok, LinkedIn, and Twitter/X continue to drive significant interaction across diverse demographics. Client Focused Media uses powerful analytics tools across all major social channels to assess audience quality, provide demographic and language insights, measure engagement, and analyze content performance. These tools deliver actionable insights and quality scores to refine strategies and enhance your presence across the social media landscape.





ADVERTISING



Media Buyer Expertise & Negotiation Power

We can leverage our knowledge and relationships to ensure you not only get the most competitive rates, but that your ads are in the most effective time slots, locations and channels. Client Focused Media purchases media in large volume for our clients. This gives us buying power when it comes to negotiating rates and added value for our clients. Let us review your current market and provide competitive analysis.



Qualitative Profile

Understanding our client's target audience is an important first step for advertising planning. Even a long-time advertiser can learn a lot from these vital pieces of media research. Our team will provide data regarding the client's target customer; including geographical data, demographic breakout (age, gender, marital status, education, ethnicity, etc) as well as their media consumption habits. These pieces allow the advertising spend to be tailored to the best possible audience to avoid overspend and waste in today's vast array of advertising opportunities.



Competitor Analysis

Understanding our client's competition and where they spend their advertising dollars is a valuable tool when preparing to place new advertising dollars. Using a competitive spend analysis we are able to see how the competition stacks up across different media types. This information will help our team to determine where a spend may get lost in the shuffle of a large-budget competitor, and untapped vendors that may provide a fresh audience that is un-biased against another company's message.



MARKETING



Just as “no man is an island,” competition is inevitable. A strong marketing strategy focuses on brand recognition, message alignment, and customer satisfaction. It supports branding, advertising, and social media while integrating sales tools, B2B partnerships, value-add programs, internal communications, public relations, and community outreach. The ultimate goals in any tight marketing strategy are brand recognition, self-identification in the message, and customer satisfaction.



Community Relations

Networking and community giving are strong drivers for growth, employee pride and brand awareness. We review and provide feedback on past and present initiatives, plans, and opportunities, including involvement with (local) industry, community or civic organizations, event development/hosting, charitable work and partnerships, and sponsorships.



Public Relations

In auditing active PR efforts, we assess the roster of information regarding your organization that media would consider “newsworthy,” and see how well it syncs up with your business goals and objectives. In addition, we examine the quality and quantity of media coverage; the breadth, scope and impact of individual hits and the coverage as a whole; and then make recommendations accordingly.



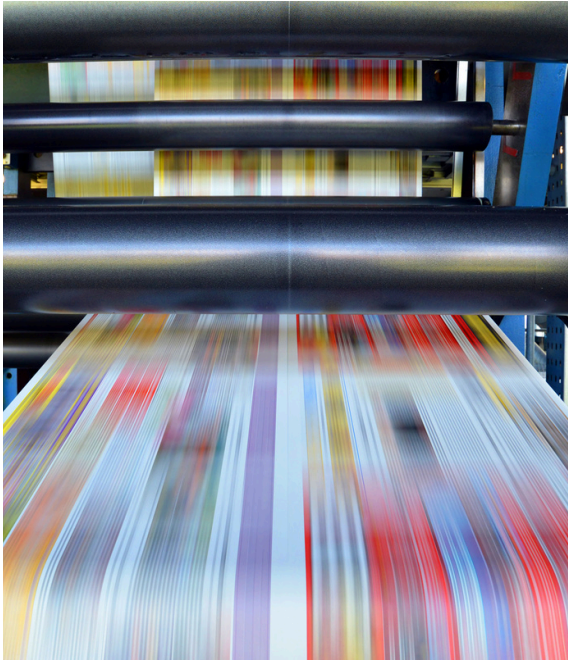
Marketing

Ahead of audits on public and community relations efforts, the overall marketing evaluation will explore:

- **Sales and promotional collateral**
(specifically, the content of any collateral outside of brand-based articles—i.e. business cards, stationery, signage—such as brochures, one-sheets, slide decks and promo items)
- **Direct mail and email marketing**
- **Out-of-home marketing**
(such as lobby and trade show displays)
- **Relationship marketing**
(including programming around executive intro meetings, summits and panel discussions, brand ambassadors and customer appreciation)
- **Internal communication**
(such as standardized emails, newsletters, message boards, team and company meetings and conferences)



PRINT & PROMO



Let Client Focused Media dive into your past print invoices to try to uncover hidden savings. We bring experience and versatility to the table for our clients. Many times, as a project evolves through the design process, the choice of materials, structure or graphics change. Often, if working with only one manufacturer, the project can “outgrow” the manufacturer’s expertise or equipment capabilities. With our experience, we can adapt with the evolution of the project. Our long- standing relationship with multiple manufacturers gives us the strength and influence to get the job done at the right price and within deadline.



Print

Client Focused Media offers a solution to all of your printing and packaging needs, from business cards and stationery to wide-format banners and displays. We bring experience and versatility to the table for our clients.



Promotional Items

At Client Focused Media, we audit your past promotional product invoices to uncover opportunities for savings through our Lowest Priced Promos portal. We assess the promotional items you’ve purchased, ensuring they align with your business goals and objectives. Our team also evaluates the overall value, quality, and impact of your promotional efforts, providing actionable recommendations to help you maximize efficiency and cost-effectiveness.

OUR SERVICES INCLUDE

- Brochures
- Stationary
- Digital Ads
- Marketing/Sales Collateral
- Annual Reports & Catalogs
- Posters & Signs
- Trade Show Displays
- Direct Mail
- Promo Items

OUR MANAGEMENT TEAM



MIKE WHITE

Founder



WHITNEY MINCEY

CO-Chief Executive Officer



PATRICK SULLIVAN

CO-Chief Executive Officer



JENNIFER SACHS

Chief Operating Officer



ANNE ACKERSON

Chief Relationship Officer

YOUR FULL-SERVICE
INTEGRATED MARKETING TEAM



We have decades of expertise targeting clients in markets nationally and utilizing insights from demographics, psychographics, and behavior. We have many tools and resources available to identify your core clients and deliver a message that encourages them to react and engage your brand.

OUR LEADERSHIP TEAM



RACHEL CARDY

SVP Web Services



ANDREW CARDY

SVP Video Services



ANDY VARNES

SVP Social Media
Services



HANNAH MCMICHAEL

Senior Account
Manager



COLE FAUST

SVP AI and Automations



OLIVIA ROUSE

SVP Teal, The Agency



NATALIA GONZALES

SVP Design Services



ALEX BARBEE

SVP Media Services



JANINE HOGAN

SVP Brand
Development



NIC JANJOWSKI

Senior Account
Manager

OUR STRATEGIC TEAM



JACK SEARS

Chief Strategy Officer



BRIAN SEXTON

Chief of Client Relations



MAJOR HARDING

Chief of Community
Relations



**RET COLONEL
CHRIS BUDIHAS**

Chief of Government
Relations

OVER
1000
BRANDS
IN 20
YEARS



STRATEGY

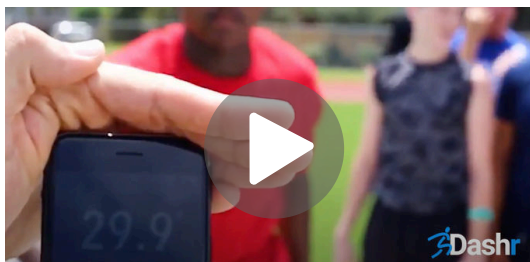
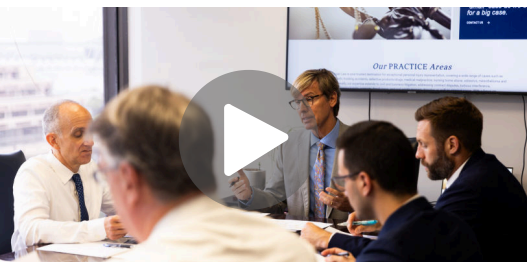


KEY INFORMATION WILL BE NEEDED TO PREPARE INITIAL RESEARCH AND RECOMMENDATIONS:

- Who is your target customer? Age/Gender/Race/Income
- Where are your target customers?
- What is the message for your target customer?
- Short-term goals
- Long-term goals
- Vision and strategy



Video

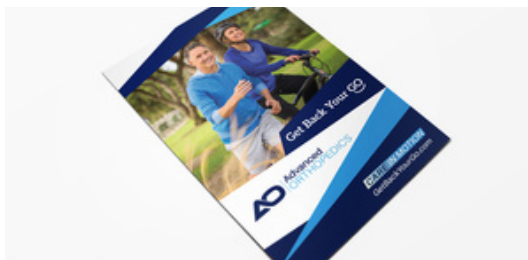


WE WILL EVALUATE YOUR CURRENT VIDEO ASSETS USING THE FOLLOWING CRITERIA & INDUSTRY BEST PRACTICES:

- Do you have updated and relevant video content on your website and social media channels?
- Does your video content match your brand tone?
- Is your messaging clear and targeted to your audience?
- Is your video content being promoted effectively?
- Is there a call-to-action?



Creative & Branding



Creativity is not just about developing the most imaginative idea. It is about implementing innovative tools in a unique way with the right message to yield specific results. Along with your accounts team, a designer will be with you every step of the way to create stunning, individualized graphic art for your print and multimedia projects.

CLIENT FOCUSED MEDIA'S DESIGN TEAM:

- ✓ Includes inventive creatives
- ✓ Includes creatives with diverse backgrounds and expertise
- ✓ Specializes in branding and identity
- ✓ Works with a large vendor network
- ✓ Designs compelling campaigns while pushing your brand

WHY OUR DESIGNERS?

- Improve consistency
- Unify your identity
- Develop brand personality
- Engage your consumers

GET NOTICED

Your design collateral reflects your company's image. What is it saying about you? Professional designs communicate stability, trust and confidence in the minds of consumers. The Client Focused Media design team ensures you are putting your best foot forward.

TIME SAVINGS

Our designers are great at what they do. We can execute your design projects quickly with effective graphics. We work directly with print vendors on your behalf to save your team time, which allows it to focus on making you money.

COMMUNICATE EFFECTIVELY

Let's face it; today's consumer has a short attention span. Less is more. Your designs need to communicate your message with more visuals and less copy. Client Focused Media's designers are skilled at marketing your message and services visually.

LOGO, DESIGN AND BRAND

A logo may be small, but its impact is huge. As the cornerstone of your brand, it shapes first impressions and influences a consumer's decision to engage with your business. With just seconds to capture attention, a well-designed logo is essential for building a strong, cohesive brand identity.



Creative & Branding Continued

CLIENT FOCUSED MEDIA WILL EVALUATE YOUR CURRENT LOGO AND COMPANY IMAGE USING THE FOLLOWING CRITERIA:

- Does your logo speak to your target audience?
- Does your logo communicate what your company is or does?
- What do your logo and brand colors say about your business?
- How memorable is your logo?
- Is your logo too complex or too simple?

CLIENT FOCUSED MEDIA WILL ALSO EVALUATE YOUR BRAND AND OR GRAPHIC COLLATERAL USING THE FOLLOWING CRITERIA:

- How consistent is your brand?
- Do your graphics help or hinder what you're trying to do?
- What do your graphics communicate about your company?
- Does your collateral contain clear calls to action?
- How effective is your messaging?
- Does your collateral look dated?
- How effective are your graphics and design elements?

Audit Findings

This audit can be integrated into a comprehensive Marketing Plan that will work with the audit reports given by our Creative, Digital and other divisions to develop a clear plan of action to drive your marketing presence to the top.





Photography



Photography, like video, engages potential customers and communicates directly with them about who you are and what they can expect from you. High-quality images not only reinforce your brand messaging ("A picture is worth a thousand words"), but they also establish a sense of professionalism and quality, ultimately leading to more trust in a brand. Conversely, poor quality images or none at all can turn away potential clients.

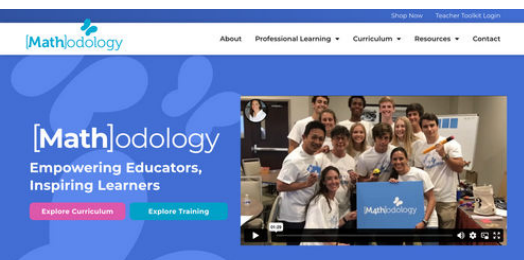
WE WILL EVALUATE YOUR CURRENT PHOTO ASSETS USING THE FOLLOWING CRITERIA & INDUSTRY BEST PRACTICES:

- ✓ Overall photo quality and brand cohesion
- ✓ Are photos prevalent on multiple platforms and used appropriately?
Is photography updated?
- ✓ Is there a variety of photography - staff headshots, office interiors, "action shots," samples of work, etc.





Website



WEBSITE PERFORMANCE AND USABILITY AUDIT

Your website is one of the primary faces of your business, it is your online identify and the most important Internet marketing and sales tools if used properly. Because investing in your website can drive your company to the next level it is important to identify areas of your website that need improvement. Client Focused Media will provide you with a full review of your website's effectiveness and actionable insights into why your website isn't converting visitors into customers. Client Focused Media will provide you with a report that will suggest changes we can implement to turn your online brand in the right direction.

CLIENT FOCUSED MEDIA WILL EVALUATE YOUR CURRENT INTERNET MARKETING SITUATION AND SUGGEST WHERE TO FOCUS YOUR EFFORTS AND BUDGET BY DETERMINING:

- The kind of content are visitors looking for when they land on your site.
- How simple is it for them to find the information they are looking for?
- Do visitors get lost in your website?
- Do you force visitors to leave pages unnecessarily or force them to click too many times?
- Where are you confusing customers?
- Do your graphics help or hinder what you're trying to do?
- Are there links that no longer even work?

SITE ARCHITECTURE ANALYSIS AND RECOMMENDATIONS:

- Navigational structure
- Calls to action
- Graphical and design elements
- Clarity of messaging
- Linking elements
- Usability and layout
- Cross platform responsiveness
- Content management system analysis (if applicable)

Audit Findings

This audit can be integrated into a comprehensive Digital Marketing Plan that will work with the audit reports given by our Digital Marketing, SEO and Copywriting divisions to develop a clear plan of action to drive your marketing presence to the top.



CRM, Automation & Email Marketing

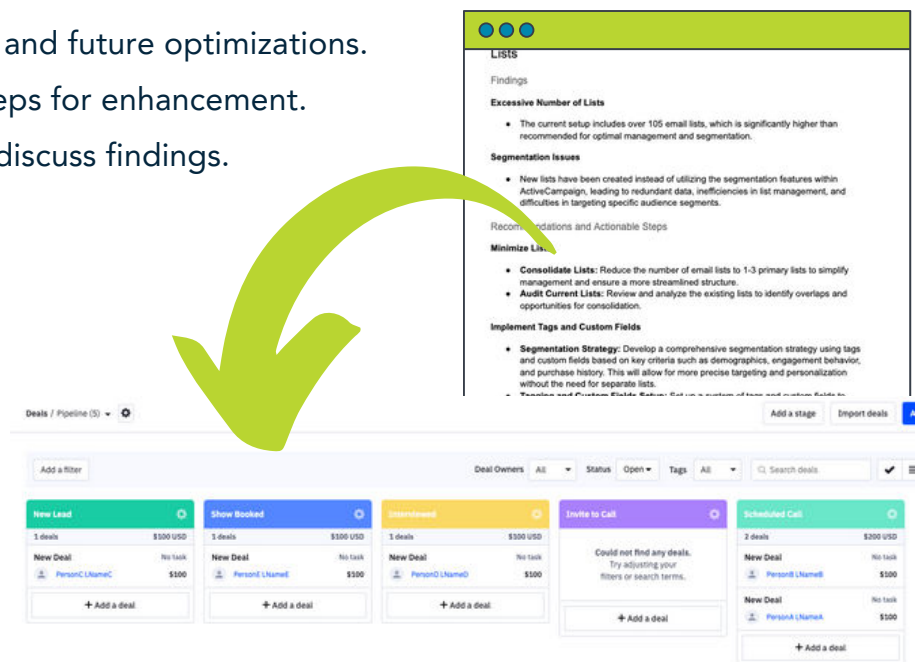


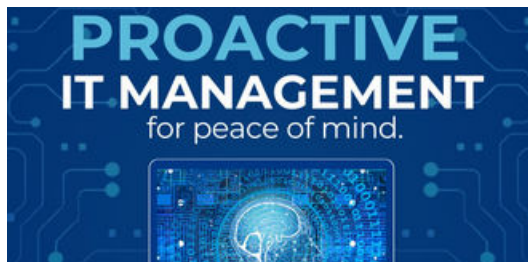
EMAIL, CRM AND AUTOMATION AUDIT

Unlock the full potential of your email marketing with our comprehensive email audit. Dive deep into your strategies, designs, and metrics to discover areas of improvement and optimize for better results. Our CRM assessment begins by thoroughly examining your current CRM system, understanding its features, and gathering user insights to pinpoint challenges and needs. From this assessment, we craft a detailed integration blueprint outlining the strategic plan for a seamless data flow between your CRM and ActiveCampaign. This blueprint serves as a roadmap, highlighting key data points, automation designs, and the necessary tools for integration.

CLIENT FOCUSED MEDIA WILL EVALUATE YOUR CURRENT INTERNET MARKETING SITUATION AND SUGGEST WHERE TO FOCUS YOUR EFFORTS AND BUDGET BY DETERMINING:

- In-depth analysis of list health and segmentation.
- Expert review of email design, content, and mobile responsiveness.
- Technical assessment for optimal deliverability.
- Insightful performance metrics comparison against industry benchmarks.
- Evaluation of automation workflows and their effectiveness.
- Recommendations for A/B testing and future optimizations.
- Detailed report with actionable steps for enhancement.
- Personalized follow-up session to discuss findings.





CLIENT FOCUSED MEDIA CONDUCTS AN ONLINE AUDIT CONSISTING OF:

- Blogging
- Social Media
- SEO
- Pay-per-click Advertising
- Lead Generation
- Analytics Utilization
- Mobile Optimization
- Online Review Status
- Local Listing Positioning

Audit Findings

This audit can then be integrated into a comprehensive Digital Marketing Plan which will allow a brand to not only position themselves higher in social and search engine visibility but to effectively:

- Take control of their online presence
- Enhance lead capture and generation
- Engage with current and potential clients
- Monitor and respond to online feedback through online channel

Client Focused Media performs quarterly assessments with our Digital Marketing Director to gauge the plan's success, adjust needs as necessary and implement any additional goals to ensure maximum effectiveness.





Public Relations

SHARE THIS: [LinkedIn](#) [Facebook](#) [Twitter](#) [Email](#)

Welcome to "The Horse's Mouth" with Tom McManus. Sponsored by Terrell Hogan and Benner's China Glassware, The Horse's Mouth is a unique talk show where Tom's guests sidle up to his bar to discuss the intersection of sports, business, and life. Today, Tom talks with Chip Yant, Bryan Langley, and Jack Sears.



IT'S MORE THAN A PRESS RELEASE

A carefully orchestrated Public Relations plan is essential in today's volatile market. Constantly changing communication channels, 24/7 immediacy, transparency, and consumer savvy make it vital that your company's PR strategy is consistent and cuts through the clutter of the marketplace to touch your customers. Our expert public relations professionals know how to tell your story in a way that influences people's perceptions.

Our cornerstones of effective PR include creating and maintaining a positive corporate image of you and your overall brand, strategic messaging about your products and services, generating visibility for you in the marketplace, and continually reaching out to influencers within the media or industry on your behalf.

Public Relations shapes how both internal and external stakeholders view your company. Our PR initiatives will position your company to rapidly capture a significant share of mind to gain market share. The staff at Client Focused Media will develop and implement a comprehensive public relations plan and timeline that fits your budget, targets your desired markets and promotes your organization's products or services.

We seamlessly integrate our public relations initiatives with a multi-platform marketing approach to create, change, or reinforce opinion through persuasion. Through our unmatched expertise you are assured that the aspirations and objectives of your company yield the results you need in the market.



Public Relations Continued

PUBLIC RELATIONS SERVICES:

The singular goal of Client Focused Media's Public Relations efforts is to build and maintain positive top of mind awareness for your brand and your company's image. A few, "PR Basics" will advance your knowledge and understanding and help you maximize your investment to assure CFM's public relations' efforts drive your business goals.

Public Relations efforts must be proactive, consistent and use varied tactics to earn and maintain credibility in the marketplace for a company. Once earned, efforts must continue. Coca-Cola is one of the most recognized brands in the world, because they remain rigorously dedicated to funding their public relations initiatives.

Public Relations efforts are inherently difficult to measure because there is rarely a 'call to action'; it is important to remain aware that positive impact is the cumulative result of consistent, ongoing, and varied public relations activities. It is a marathon, not a sprint.

There is no comparison to the credibility your business or organization can achieve from a single earned media opportunity. Conversely, it is important to remember that this credibility is valued by the public precisely because of the consistent ongoing efforts it takes to earn a single opportunity.

THE PROCESS:

Research - Based upon our Discovery Session, Client Focused Media, with your input, will define your public relations goals. Also, after reviewing your current outreach (including website, bios, etc.), recommendations for immediate improvement will be made by our team.

Development - Utilizing initial research findings, our team will develop an annual strategic public relations plan and white paper project.

Calculated Interest - Our team will create a calendar of selected and pre-planned public relations events and activities. We will also perform regular reviews of topical news and information that may have the potential to create opportunity for you to speak to your customers about your business and position your expertise to your target markets.

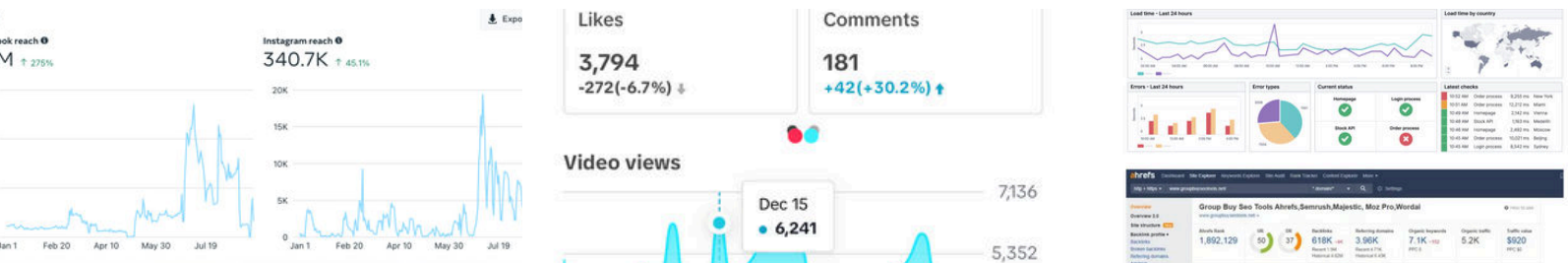
A CLIENT FOCUSED MEDIA PUBLIC RELATIONS AND EXTERNAL COMMUNICATIONS AUDIT WILL:

- Reveal whether your current public relations efforts reach your target audience.
- Reveal whether your communications messages align with your stated vision, mission and goals.
- Compare the impact of your public image with that of your primary competitors.
- Determine the consistency of your various public communications.
- Reveal untapped opportunities for more effective public communication.

This audit can be integrated into a comprehensive Marketing Plan that will work with the audit reports given by our Creative, PR and other divisions to develop a clear plan of action to drive your marketing presence to the top.



Media



KEY INFORMATION WILL BE NEEDED TO PREPARE INITIAL RESEARCH AND RECOMMENDATIONS:

- Who is your target customer? Age/Gender/Race/Income
- Where are your target customers?
- What is the message for your target customer?
- What medias have you used in the past?
- How did you measure their effectiveness?
- What budget have you put towards traditional media in the past?
- What budget have you put towards non-traditional media in the past?

USING THE PROVIDED INFORMATION AND NEW MARKET RESEARCH, INCLUDING QUALITATIVE AND QUANTITATIVE ANALYSIS, RECOMMENDATIONS CAN BE MADE:

- ✓ Suggested Media Categories
- ✓ Suggested Budget for Each Category
- ✓ Number of Impressions to be Delivered

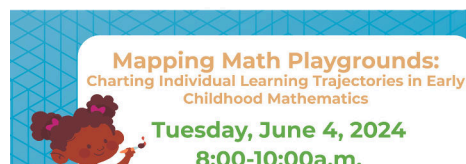




Print & Promotional



Join Our Session:



Does your company suffer from any of the following issues?

- Difficulty in reducing print costs?
- Concern at whether you are achieving the most competitive print prices?
- Worry at whether you are using appropriate suppliers?
- Frustration at the resource and time taken to purchase print?
- Disappointment at not reproducing the correct corporate brand?

PRINT & PROCUREMENT AUDIT OVERVIEW

Our Print & Procurement Audit delivers a swift, thorough review by experienced print professionals to identify cost-saving opportunities in your print purchasing. This includes process improvements, specification adjustments, and supplier reviews to maximize efficiency and reduce costs.

Benefits of the Audit:

Standardizing product specifications and schedules.

Securing the best prices by engaging appropriate suppliers.

Improving process efficiency, including artwork management.

Leveraging e-sourcing and digital asset management tools.

WHO CAN BENEFIT?

Ideal for companies without centralized print procurement, including legal firms, financial service providers, leisure industry chains, and businesses using direct mail.

Audit Focus Areas:

- Procurement Strategy: Evaluate structure, supply base, and supplier management for cost-saving opportunities.
- Product Specifications: Analyze and recommend changes to specifications for common products and improved production schedules.
- Ordering & Artwork Process: Streamline ordering and artwork production processes with e-procurement tools.
- Price Benchmarking: Compare current pricing against market rates for potential savings.

Proven Results:

A recent audit for a publisher revealed cost savings of over 30% on key products, with an additional 13% savings possible through specification adjustments. This audit is designed to make your print purchasing more efficient and cost-effective.