



# EMARI GROUP

## Digital Marketing Health Check





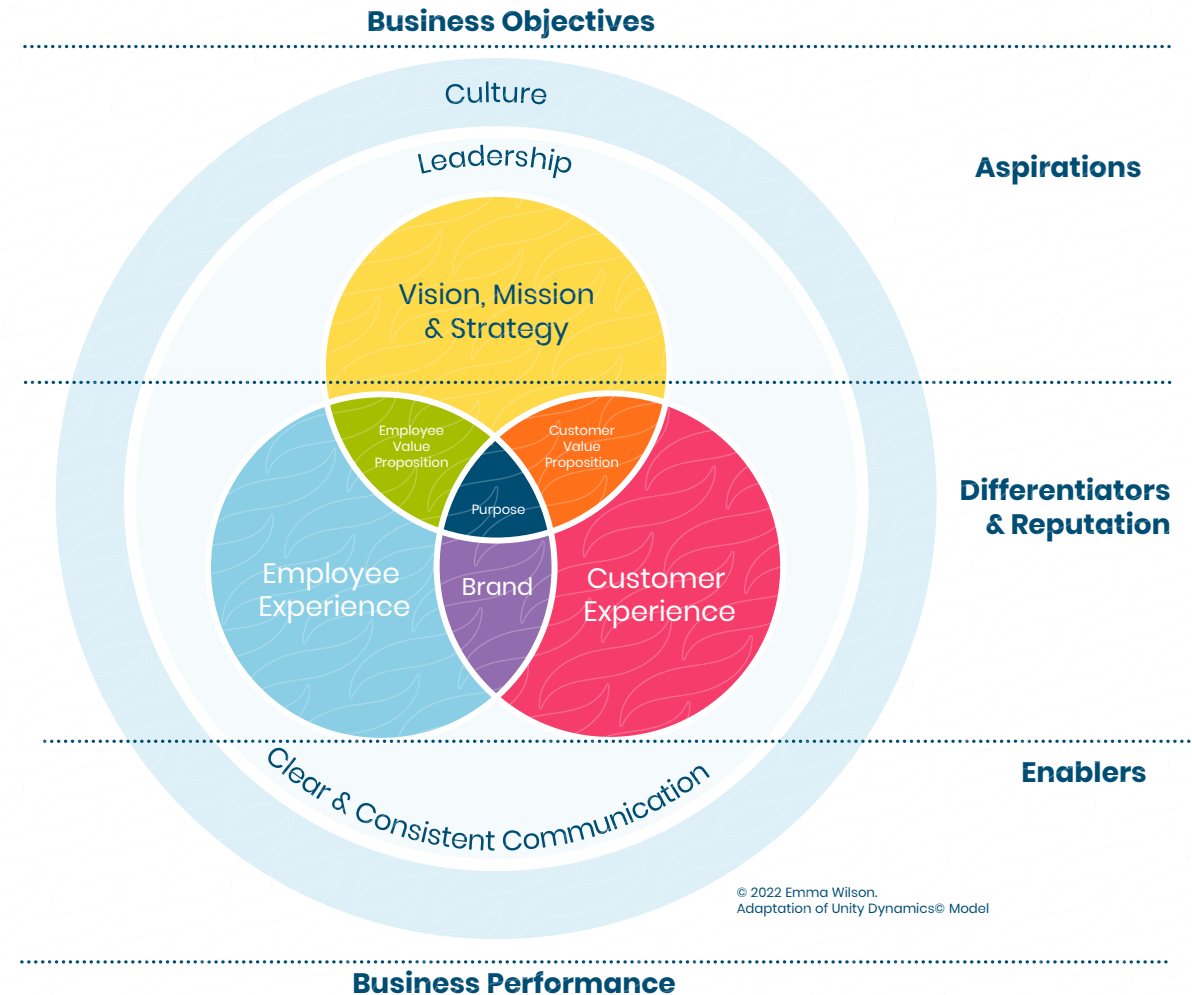
# What do you want to achieve?

Close more deals; win high-value clients; shorten conversion cycles; raise capital; get the inside track on competitors; meet new partners; enter a new market; pinpoint the right person to connect with; buy the right company; attract new talent; improve employee engagement; nurture relationships; achieve a new level of influence within your network and industry....

**We help our clients do all this and more by bringing data science to the art of business relationships.**

- Building lasting business relationships with our data-driven human-centric approach
- Helping you make informed decisions and gain a competitive edge with our incredible data insights
- Helping you succeed by analyzing your organization's strengths, weaknesses, and opportunities
- Uncovering valuable insights to enhance your communication strategy through social listening expertise
- Helping you to stay ahead of the curve with our curated content that positions your company as influencers in your industry

**We give you the information you need to be successful and a clear action plan to make it happen.**





# You're in good company...



Their training and workshop sessions are brilliant! For me it's the added and ongoing help and support that the team is always willing to give that really makes them stand out from the crowd. Always such positive and enthusiastic energy! Em has not only put me in touch with a mentor and introduced me to a wider network of connections, but she has also personally supported events I have run and helped to promote them.

- ALISON JENKINS,  
HEAD OF CORPORATE MARKETING,  
RECONOMY



I come from a heavy Engineering and technical background, so was stunned with the statistics and insights provided in our training about how social media now impacts brand, investor decisions, employee engagement, talent acquisition, etc. I loved the tips, checklist and guides to make our profiles better. The 4 dimensions to create a holistic personal brand is awesome to reflect on how I want to be perceived and impact the world around me.

FELIPE QUISSAK,  
GLOBAL LEARNING COMMUNITY  
LEADER, BAKER HUGHES



Em and her team have been instrumental in helping us to launch our brand. The identity, and website looks great, and our value proposition is clear - which is generating lots of interest from clients and investors! They have marshalled a group of disparate individuals, who only recently came together to develop a business, in a remarkable length of time with tact, utter professionalism and huge enthusiasm.

- SARAH MILNE  
CHIEF COMMERCIAL OFFICER, AZULI CCS



The team at EMARI Group have vast expertise, a very professional and thorough approach to their work, delivered with a clear passion and enthusiasm for the task. For us, this has meant we now have a result to be proud of - brilliant new marketing literature packed full of fresh and very modern ideas to support our sales teams. Thanks to EMARI Group, we have surpassed all original expectations!

- RICHARD HOOTON  
EMEA MARKETING MANAGER, CLA-VAL





**Emma-Louise Munro Wilson**  
Strategy, Content and Social Lead

An accomplished content marketing strategist with a passion for using social media insights to help with brand positioning and sales enablement. Em has had industry-beating results in declining markets for FTSE 100s and Fortune 250s, and managed risk and resources for a portfolio of over 1000+ projects globally. She is in the Top 1% of global marketing influencers on LinkedIn and her work is often cited as a form of industry best practice.



**Nicholas Prangnell**  
Creative Lead

An award-winning Employer Brand Strategist with 15 years experience in marketing, branding and content. Nick has experience working in performance marketing, journalism, video production, social media, now branding and advertising. He has worked with major global brands guiding the creative and marketing process, from art direction to campaign optimization.



**Zoe Toseland**  
Design Lead

An experienced marketing consultant, graphic designer and chartered manager. Zoe has spent many years successfully implementing integrated marketing and sales strategies and managing a portfolio of branding and content marketing projects for small and medium-sized businesses across the UK and Europe.



**Jason Burns**  
SEO Lead

An experienced SEO consultant, leading a team of 10 top-flight professionals with over 50 years of combined experience in SEO, PPC, eCommerce, Social media, Google AdWords, site usability and apps. A certified Google partner, Jason has spent many years successfully implementing integrated marketing strategies and managing a portfolio of SEO projects across the UK and internationally.





## Instant global scalability

Through our global pool of

# 150+ Faculty members

we deliver instant scalability. Working in a fully virtual environment, we are lean and transparent in our approach to building capability within organizations so that our clients can continue to deliver systemic and sustained success.

We have deployed projects in over

# 20 languages

Our team hubs are currently in the UK and Central USA, and we are actively building networks in Amsterdam and Singapore.

We have access to a global network of

# 30,000+ professionals

that cover the depth and breadth of industry from the C-Suite of Fortune and FTSE 100's to teens considering their first step on the career ladder.







# Digital Marketing Health Check

Assessing the effectiveness of your current marketing activities



# Digital Marketing Health Check

## Do You...

- Work in a B2B environment?
- Have a small marketing team that feels overwhelmed and under-resourced?
- Think your marketing efforts should be generating better results?
- Feel like you're falling behind the competition?
- Think social media is a waste of time?
- Don't know what's working and what's not?
- Want your marketing and sales efforts to feel more joined up?
- Want a clear plan to refine and improve your marketing efforts over the next 3 – 12 months?

If you answer yes to any of these questions, you may need a digital marketing health check

## Areas Covered:

- Integrated marketing and sales strategy review
- Website performance and search engine optimization
- Content Marketing effectiveness
- Social Media effectiveness
- Executive Advocacy effectiveness
- Social Selling effectiveness
- Independent benchmarking /competitor analysis

## For Their Impact On:

- New business growth
- Existing customer growth
- Specific areas of focus relevant to content marketing creation/ideation
- ROI of marketing budget

## What do you get?

- Executive report summary for management consumption
- Industry-leading expert opinions on viability and potential of company's growth plan
- Clearly identified revenue acceleration opportunities, based on industry best practice
- High-level assessment of existing communications with short- and long-term recommendations

- Focused reports for marketing team giving clear insights and short- and long-term recommendations
- Clear insights into company's current marketing function
- Recommendations for any areas of investment to improve results or risks to be addressed
- Repository of engaging content on key topics

Example pages from Health Check report



Email [hello@emari.co.uk](mailto:hello@emari.co.uk) for further information



# Digital Marketing Due Diligence Audit Report: What's included 1/2



TASK	THEMES	WHAT COVERED	BRONZE	SILVER	GOLD
MARKETING STRATEGY	Strategy	• Market Segmentation & strategy review	✓	✓	✓
		• Marketing/lead generation campaigns and plans review	✓	✓	✓
		• Brand visual identity application review	Website or social	Website or social	Website and Social
		• Social Media Strategy Review and recommendations		✓	
		• External Comms governance and policy review		✓	
		• Voice of Customer research review			✓
		• Product/Service/Solution value proposition review			✓
MARKETING TACTICS	SEO	• Hi-level technical analysis of webpages	Up to 2000 pages	Up to 5000 pages	Up to 10,000 pages
		• Backlink analysis	✓	✓	And recommendations
		• Page speed analysis	✓	✓	And recommendations
		• Top performing pages and recommendations	✓	✓	
		• Bounce rate	✓	✓	And recommendations
		• Technical keyword analysis & recommendations (based on competitor analysis)		✓	✓
		• Site Structure Mapping and recommendations			✓
		• Environmental Impact analysis and recommendations			✓
		• TF-IDF checks for 5 key landing pages with commercial intent			✓
		• Up to 100 Identified pages with SEO quick wins			✓
		• SEO plan with prioritized actions	High Level	High-Level	12-month plan

# Digital Marketing Due Diligence Audit Report: What's included 2/2



TASK	THEMES	WHAT COVERED	BRONZE	SILVER	GOLD	
MARKETING TACTICS	Social Media	• LinkedIn Company page analysis with checklist & recommendations	✓	✓	✓	
		• Best performing posts analysis with recommendations	24 posts	24 posts	36 posts	
		• Leadership LinkedIn Profile reviews	1 individual e.g., CEO, CCO, BDM	2 individuals	3 individuals	
		• Current network analysis			3 individuals	
		• Target network identification			up to 50 thought leaders, influencers, or prospective clients	
		• Individual DISC reports with team dynamics analysis	1 individual e.g., CEO, CCO, BDM	2 individuals e.g., CEO, CCO, BDM	3 individuals + team dynamics analysis for team up to 12	
		• In-depth Hashtag analysis & recommendations		✓	✓	
	Content	• Social Proofing analysis and recommendations to improve – samples of case studies and thought leadership	Up to 5	Up to 5	Up to 10	
		• Social Insights Report providing key sources of influence and best engaging content		x 1 key theme	x 3 key themes	
		• Search intent report		x 1 key theme	x 3 key themes	
		• Selected sales material review e.g., presentations/demo videos			✓	
	Competitor Analysis	• SEO, Content, Social Media data analysis – equivalent to client	✓	✓	✓	
	Delivered in			1- 2 weeks	3 – 6 weeks phased reporting	6 – 8 weeks phased reporting



Our company based in the Nordics wanted to understand the how to access the market potential for one of our products in the UK market. The team at EMARI made very well thought through market assessment report, gathered intelligence from relevant decision-makers from truly leading and global companies and facilitated a well-managed workshop with our team including a clear action plan to support our objectives. On this basis, I give EMARI my very best recommendations.

**Kim Erbo Christensen, CEO, CDM**



Where have you been all my life? This is exactly what we needed!

**Louise Wilson, Senior Communications Manager,  
OFSE at Baker Hughes**



Working with EMARI is like having a small tornado on our side! Em and her team sucks in everything, spins it around and lifts it up. We love what she is doing for us!

**Neil Crofts, Co-Founder, Holos Change**



EMARI's passion and enthusiasm for all things sales and marketing is infectious. If you want someone to care passionately about finding your business new leads and helping you take your sales to the next level, then EMARI is the way to go!

**Jasmine Lambert, CEO, Redwood Wealth Management**



# Working with EMARI Group

Next Steps





1

## Define

### You

Confirm and clarify strategic, marketing and/or revenue growth goals

### We

Determine your definition of success, evaluate your organization's communication maturity, and benchmark it against competitors. Our quick impact reports offer actionable advice for immediate results, followed by a medium to long-term implementation plan to transform your organization.

2

## Develop

### You

Confirm budgets available for external support

### We

Fill gaps in your organization's arsenal by upgrading strategies, providing tactical execution plans, digital training and coaching support programs, and creating tailored digital content assets to match your strategic needs, level of understanding, and capability.

3

## Deliver

### You

Contact EMARI Group to discuss requirements

### We

Use quarterly reports and coaching sessions to monitor and measure the impact of your programs, adapt as needed, and embed behavioral change. This builds an investment case for scaling tailored programs quickly and proving the business case and return on investment.



## DIGITAL MARKETING HEALTHCHECK

We take an external data-led approach to assess the effectiveness of your digital marketing activities. We help you to prioritize improvements to your marketing strategy and tactical execution through our deep-dive audit



## TECHNICAL SEO SUPPORT

Our 360° technical audit identifies your website's weak spots, reviewing current performance benchmarked against your key competitors. We give you actionable recommendations for how to improve your SEO – prioritized by complexity and impact



## SOCIAL LISTENING

We analyze tens of millions of verifiable public social and web profiles relevant to you and your audience. We aggregate these insights on demographics, behavioral traits, discussion topics, and other crucial audience intelligence into a user-friendly summary



## CONTENT CREATION & CAMPAIGN PLANNING

We create search-engine-optimized thought leadership content. We start by evaluating your current content, competitor content, and industry-related content, which in turn informs our ideation and planning for future campaigns



## EXECUTIVE ADVOCACY

We help leaders to better understand the importance of communicating online, through building authentic, trusted platforms that advance business objectives and lead to tangible, real-world outcomes



## PERSONALITY PROFILING & TEAM DYNAMICS

We provide insights into individuals' personalities, communication preferences and team dynamics based on their digital footprint. This help you to build high-performing teams, effectively train, develop, and retain top talent



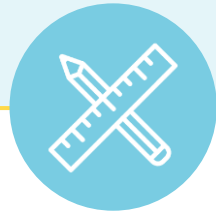
### **Social Selling training**

We help you to laser-target your prospecting, establish trust and rapport through existing connections and generate revenue growth with new and existing customers



### **Brand up**

We can execute your entire brand from developing the marketing strategy & messages to logo design, stationery, designing and building your new Squarespace website, and branding relevant social media channels



### **Graphic Design**

Our graphic design services help to visualize your complex data points, intuitive concepts and compelling narratives. We've got you covered by infographics, presentation decks, adverts, banners, stationary flyers and brochures



### **Thought Leadership Copywriting**

We support brands & leaders that want to create engaging content that can strengthen credibility and influence in your markets and networks. We create content that helps demonstrate your knowledge to build your professional reputation and networks



**Thanks for your time**

**We look forward to hearing from you!**

**Get in Touch**

**EMARI Group**

[www.emari.co.uk](http://www.emari.co.uk)  
[hello@emari.co.uk](mailto:hello@emari.co.uk)

1 The Briars  
Waterlooville  
Hampshire  
PO7 7YH