

Marketing Assessment

You may think you need a large staff or a huge marketing budget to reach your target audiences.

But with solid systems, plans and goals in place, you can make your marketing more efficient and effective with the resources you have.

Our marketing assessments help you understand your current marketing effectiveness and identify ways to improve your communication efforts so you can focus your resources to get better results.



Our fundraising and marketing consultants help you raise more money, reach the right people and refocus your energy.

Strategy • Content • Inbound Marketing • Consulting

What to expect

We will work with your staff to understand your marketing needs and:

- Complete an in-depth analysis of your current marketing efforts, messaging and strategy
- Make recommendations for streamlining and enhancing your marketing efforts
- Develop a comprehensive report you can share with your staff and board

Our process

Our proven process incorporates marketing best practices, evaluates your current program and includes:

- Comprehensive onboarding and goal setting
- Data collection
- Marketing strategy and metric review
- Research
- Report development
- Staff and/or board presentation

Implementation timeline

Assessments typically take two to three months, depending on the project goals created by our team and your nonprofit. We will review the report with key staff members before presenting to your board, marketing committee and/or staff.

Call 330.247.2180 today for a free consultation.

We take the frustration out of fundraising and make marketing manageable.