

-- Independent & Objective

Marketing Audit

Identify your competitive advantage with a marketing audit



If you're a Business Owner or Director looking for independent marketing advice to guide your marketing process, we've got you covered!

It's fast-paced and results-oriented, ensuring you get the information and guidance you need without getting bogged down by unnecessary detail.

What Does it Include?

There are a number of aspects involved when conducting an audit. We focus on 5 core aspects.



Marketing Strategy

Review alignment of Marketing Strategy with Business Objectives and Goals.



Marketing Function

Review how marketing is contributing to the overall performance of the company.



Marketing Productivity

Review alignment of marketing and sales KPI's to the overall business performance



Marketing Team

Evaluate team performance, strengths and weaknesses, contribution and how they operate.



Marketing Systems

Review marketing systems and tools used by the team to deliver marketing campaigns.

What's The Process?

Please note this is a bespoke service. A marketing audit could take between 4 to 8 weeks, depending on the size of the business and information ready available. Below it's a timeline indication.



€2,999 + VAT
based on the average timescales shown above.

Having relocated to Ireland at the end of 2020 and setting up Beacon Business Commercial Services, we use our experience to help small and medium sized business owners build and sustain momentum, leading to increased sales and profit.

If you are serious about BUILDING your business and need support to achieve this, we can help you.

To book an introductory call with us, simply send an email to hello@bbcs.ie



Susana Marambio

Co-Owner & Director

I have 20+ years' marketing experience developing and implementing strategies to achieve commercial goals, in B2B & B2C Multi Channel companies across Europe within various industries, including: technology, pharmaceutical, retail, packaging, service and business supplies.



Andrew Walker

Co-Owner & Director

Originally from Ireland, I've lived and worked in the UK and The Netherlands for the last 35 years. I have 25+ years' experience working at a senior level in multi-channel, national and international companies across Europe.