GORILLA
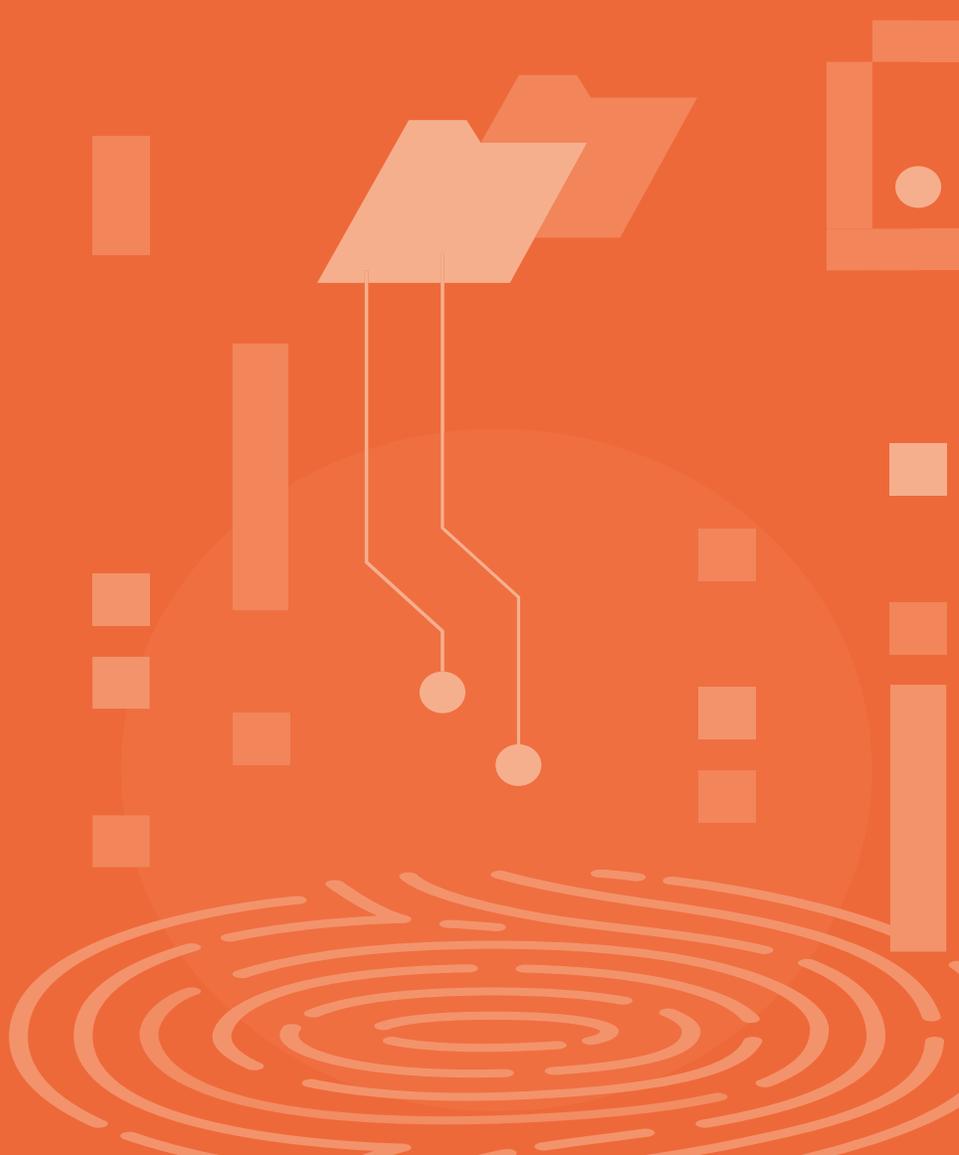A **WUNDERMAN THOMPSON** COMPANY

GORILLA GROUP'S MARKETING PLATFORM AUDIT

BY **HALEY BOBLINK**

As marketers, we've all experienced that rut: low or stagnant engagement, underperforming campaigns, disconnects between data and delivery. Sometimes the problems are as clear as a neon sign, but the origin is impossible to locate. Other times it may seem as though your marketing platform is a black box, where you know there are issues but the root cause is a mystery.

Gorilla Group created our **Marketing Platform Audit** with you, the marketer, in mind. Whether it's B2B or B2C, rescuing a sinking ship, or helping your successes soar just a little higher, we provide a holistic analysis of your entire marketing ecosystem to assess it all: what's working, what's not, and what's next.

Our Marketing Platform audit builds its foundation on strategy. We believe that understanding your business' brand goals, marketing KPIs, and value drivers are the key to unlocking what success means for your business. We also believe that it's important to prioritize these as a team to come to a common alignment on success. That's why each of our audits starts with a workshop to uncover these success factors and discover pain points from a leadership perspective, as well as a perspective from those in the trenches working day-to-day with the system(s).

Once the groundwork on strategy has been laid and all are aligned on a common goal, the real work begins: Welcome to Gorilla Group's Marketing Platform Audit.

STEP 1:
THE DESIGN ASSESSMENT

It's hard to argue that design doesn't matter in marketing. From your fonts to your forms, to your front-end — your design across all marketing channels is what defines your organization as a brand. That is why the first pillar of Gorilla's Marketing Audit is **a top-down design assessment**. Stressing the areas of content, copy, and consistency, our creative team looks not only at the design assets available in your marketing system, but also how they are used in your campaigns; whether your brand voice is clear no matter the channel it's speaking from; and if your campaigns follow today's best practices in email, content, social media, and many more channels.

That's only part of the puzzle when it comes to assessing design. We understand that true successful design in marketing not only encompasses the needs of today but also the needs of each of your individual recipients. Knowing the core of your major customer personas is the key to transforming your contacts into customers, into brand loyalists and evangelists. That's why our design assessment also includes insight into the customer journey specific to your brand, and key milestones and touchpoints for your personas to allow you to engage at the right time with the right content.

A client in 2020 saw this first-hand. Due to unprecedented levels of hyper-growth, they saw their customer base exponentially increase and engaged in Gorilla's marketing audit in order to maintain and nurture this expansion. Gorilla's design assessment was able to surface a new customer persona that had different product affinities than their average consumer, and provided key insights into the channels and content they would be most receptive to. In a highly regulated industry, that's not an easy task.

STEP 2:
THE FUNCTIONAL ASSESSMENT

A good campaign would not exist without a stellar design. But a successful campaign does not exist without robust functionality and capabilities behind it. That is why a marketing automation platform that fits an organization's specific needs is essential. The second pillar of Gorilla's Marketing Audit consists of **a complete functional assessment of your organization's marketing ecosystem**. This dives into both the current usage of the system, as well as potential capabilities not yet enabled. Our Marketing Leads have expertise and certifications in over a dozen leading marketing platforms and can identify and recommend best practices to ensure you are getting the most out of your marketing software through its automations, workflows, campaign processes, and personalization/segmentation features.

A key feature of the functional assessment is knowing the process and method of campaign creation for your organization. By understanding the path from creation to activation, our leads can identify bottlenecks and areas for efficiency improvements, to shorten your time to market as well as better captivating your audience at the moments when they are the most receptive.

Ergon Inc. knew this all too well when they engaged with Gorilla for a marketing audit. Their business leaders knew they had a best-in-class platform with Marketo, but also understood that they were not using it to its fullest potential. Our marketing leads' functional recommendations included more detailed segmentation and personalized outreach based on customer behavioral triggers — when Gorilla implemented this initiative, it not only allowed their sales team to engage with customers in real-time as they browsed whitepapers but also automated the top-of-funnel sales process in order to save the sales team time while maintaining the personal, 1:1 relationships that the company prides itself on.

STEP 3:
THE TECHNICAL ASSESSMENT

The final pillar of the Marketing Platform Audit is **the technical assessment**. This is the equivalent of going under the hood and making sure your data and integrations are flowing properly, in order to ensure that your content and functionality is accurate, valuable, and usable. This is also the point in which our Enterprise Architects take into account your entire marketing ecosystem -- not just your main platform, but other supplementary systems, like a content or asset management platform, your ecommerce platform, customer relationship management (CRM), and others. Anything that marketing could enhance or feed into is analyzed at a high level to determine whether your tech stack is communicating effectively and seamlessly.

At the same time, our Data Analysts will be diving deep into the depths of all your data: contact, campaign, KPIs. This is done to ensure that your marketing initiatives are meeting the definitions of success that you set forth, and are doing so in a quantifiable way. Opportunities for data cleansing will be noted, as well as any metrics or insights that may have fallen by the wayside.

When a Fortune 50 company called on Gorilla Group to perform its technical assessment, that was no small undertaking. Leveraging systems for Analytics, Marketing, Customer Data, Content Targeting, and Asset Management, it was imperative that these platforms work together in a collaborative environment not only in the technical sense but also cross-functionally between teams to ensure that their results did not contradict each other and enhance each others' work and outputs. This organization has been implementing Gorilla's recommendations to great success, allowing for more transparency in the overall analytics process.
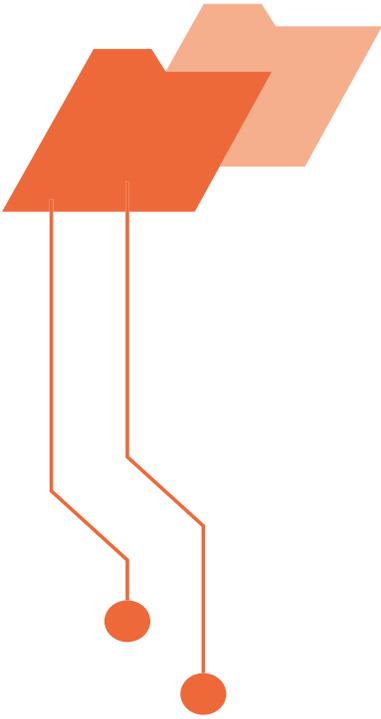
Whether your organization is just starting out on the road to marketing maturity or is leading the pack, from time to time everyone needs to take a step back and assess your current state and what the future holds. Gorilla Group created our Marketing Audit to ensure that no aspect of your marketing ecosystem goes overlooked, in order to evolve your business into a fully-capable organization that engages with your audience when they need it most.