

BRAND PORTAL HEALTH ASSESSMENT

# DIAGNOSE YOUR BRAND PORTAL'S HEALTH AND ESTABLISH A PROGNOSIS TO PROSPERITY

By measuring your current distributed marketing brand portal's use case and contents against best practices based on years of experience that the team has, collectively, we'll create a **Portal Health Assessment** that will enable your business and users to strive for optimal brand value, user engagement, and sales enablement.

The assessment's **deliverable is actionable** with clear recommendations prioritized by speed-to-value and organizational impact.



## ENVIRONMENT REVIEW

- » Baseline the client's current brand portal against **best practices** with similar high-performing use cases.
- » Review the current state to identify the gaps and areas of **opportunity** that would help drive further adoption, engagement, and a best-in-class user experience.
- » Assemble an **action plan** that outlines clear recommendations prioritized by highest level of impact for the client's organization.

## PORTAL WORKSHOP



### CONDUCT INTERVIEWS



### ANALYZE CURRENT STATE AND DATA



### GENERATE STRATEGY

- » Conduct Interviews with current stakeholders
- » Analyze brand portal use case and deployment and check functionality of integrations and web services.
- » Provide best practices for resolution of current-state issues.
- » Combine research and analysis to create the **Portal Health Assessment**.

## ACTIONABLE OUTCOMES

Client receives that outlines recommended next steps to achieve maximum value and user engagement. It includes:

1. **Analysis** Strengths and opportunities baselined best practices.
2. **Recommendations** Prioritized roadmap for process improvements aligned with strategic objectives based on effort and priority.
3. **Review** Critical to the success of conducting the assessment, the presentation fosters a Q&A session, dialogue about what we think is critical for next steps, and how to drive adoption.

Ready to level up your users' brand portal experience?  
Let's get started: [marcom.com/healthcheck](https://marcom.com/healthcheck)