

BRAND PORTAL HEALTH ASSESSMENT

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

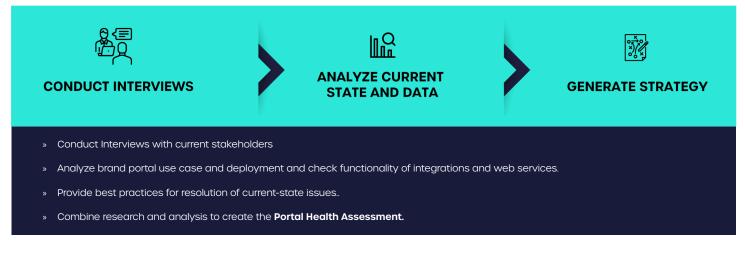
By measuring your current distributed marketing brand portal's use case and contents against best practices based on years of experience that the team has, collectively, we'll create a **Portal Health Assessment** that will enable your business and users to strive for optimal brand value, user engagement,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



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