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TOUCHPOINT LEAK™ ASSESSMENT

Find out where your business is leaking profit and how to fix it

Your Touchpoint Leak Assessment looks at your customers' buying journey and identifies where you might be leaking profit through poor or no marketing activity.

Fixed Price £2,750 +VAT

OUTCOME

What do you get from the assessment?

- A clear understanding of where money is being wasted.
- A good idea of where customers are being lost.
- A list of enhancements in priority order.
- A detailed report on how to address these leaks.
- An action-plan with strong ideas to scale up your profits within 12 months.

INPUT

What's involved?

- A one-to-one conversation or workshop to gather key information – up to a half day of your time.
- An end-to-end review of your marketing operation, for one market, against the 13 touchpoint leaks identified in the powerful Watertight Marketing methodology.
- A final peer reviewed report detailing findings and recommendations.
- A follow-up call or meeting to go through key findings.

The assessment focuses on one proposition and one market place at a time, but can be used as a template for others thereafter. Workshops can be facilitated in-person or online.

"The Touchpoint Leak™ Assessment is the foundation of everything for us. It underpins our entire marketing strategy. We doubled, then tripled both turnover and profit."

HOLLIE BROOKS, CO-FOUNDER, AUDENZA

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OUTPUT

In your report:

Key Output: Assessment: A review of the buying process for one key audience with a traffic light assessment of how well each touchpoint is covered by any marketing activity (one proposition and one market place).

Key Output: Actions: At least one actionable suggestion, for each priority area, for enhancements at each stage of the buying process. Ideas can be in the budget range or the sky's the limit, or somewhere in between, so you can tailor actions to your marketing budget, and step them up or down as needed.

Key Output: Next steps: We also include suggestions for other marketing issues that need to be addressed and any recommendations for next steps. The report can be the starting point for a full marketing plan and is also peer reviewed before submission by one of the other licensed consultants in the network

Top Priority Leaks (Detail)

1. Leak 7: Information Overload

Step	AWARENESS/TAPS (Be relevant)
Definition	*Is it worth 5 minutes of their time? At the early stages of a sale, or simply when someone is curious about a topic but not ready to purchase, piling in with sales information or deep expertise can be overwhelming and off-putting.*
Observations	It was generally agreed that although you sometimes provide "light touch capability documents", there's not really a steady stream of information that invites customers to find out more or draw them in. If the buyer finds themselves bombarded with service facts and figures too soon, it can be off-putting.
Short term fixes	Create a steady flow of content that triggers enough of a response to pique interest and takes about the same time to consume as drinking a cup of tea. The most impactful content is tips and how-tos giving people real inspiration about what it is they are trying to do in that moment. Ensure your content is 'evergreen' and does not date. Cover common questions that can be put on rotation at appropriate intervals. Reduce your themes down to a handful that get repeated regularly and you become known for talking about (like your 'greatest hits album'). This will increase the chance of overall recognition and recall of your messaging. Ideas that came out of the workshop: • **Practical Guide:** Write a 'Layman's Guide To this is great for getting found online as peop understand. • **Blog:** Write a 'Why do we need an XX consu • **FAQs:** Collate all the 'Commonly Asked Ques (without worrying about answering them ye content. This is particularly powerful for a bi people google the questions that are on the you're asked in your area of expertise that n that you've heard more than three times. Re ask search engines about your area of expe • **Case Studies:** Capture and broadcast the v case study. • **Glossary:** Ask an intelligent 12 year old to re highlight the words and phrases they don't a Glossary, and create Touchpoint Leak fold capture ideas.

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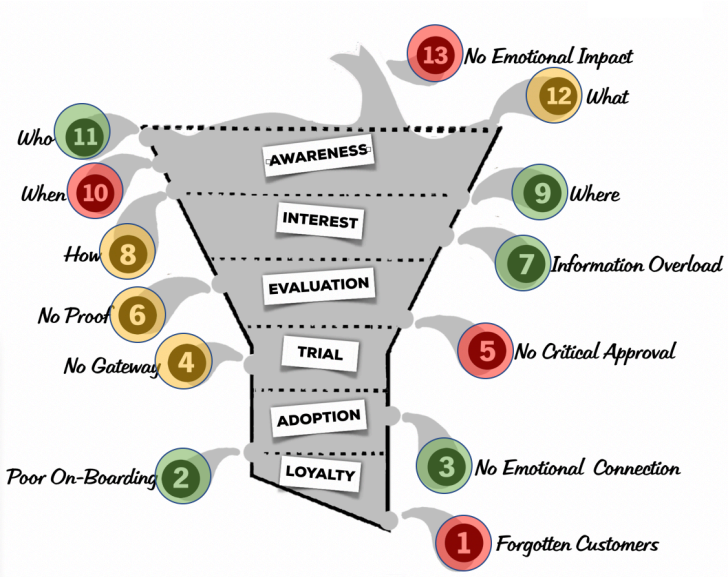
Medium term fixes	• **Nail the basics:** Start with the basics about what you do and build with the success others have had using your services. Blogs are the ideal length at this point in the journey. Use your archive regularly to keep the message going out. Evergreen content allows you to create a 'lighthouse' effect – always flashing. • **Delivery:** Work out when and where are the best places to present this information based on where the buyer is in the buying journey. See also Leak 9 Where. Make sure this information is in a variety of formats – Leak 8 How. • **Website:** Organise information on your website to sympathise with where someone might be in their decision making process. Look at defining a data collection strategy based on earning the right to a buyer's time first followed by the right to their data including contact details. • **Other Content Ideas:** – Put together an A to Z guide on words, acronyms, phrases, technology, people, etc. This can be produced as a paper, a website, a wiki, and a bank of social one-liners. – Review Watertight's A-Z of Content Marketing Ideas at: https://watertightmarketing.com/project/a-to-z-marketing-ideas/ • **Outsourcing:** Who can help with content?
	In the book: Chapters 2: 6: 8, particularly pages 179-181 (and P64 for 'Right to time') In your workbook: Workbook 4, Exercises 50, 51 and 52



"In over 15 years of running and growing this business, no other process has made as much positive impact across all areas of our business as Watertight Marketing. It informs almost everything we do."

JOSEF ELIOTT, MD, OYSTER IMS

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EXPERT GUIDED

Your Licensed Consultant

You will be matched with an appropriate consultant from the Watertight Marketing Certified Practitioner network. These are all marketers of at least 10 years experience, with a proven track record with all sizes of business clients. They are all fully trained and licensed to use the Watertight Marketing methodology.

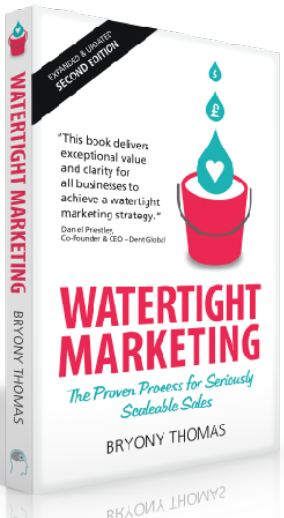
ABOUT

About Watertight Marketing

Watertight Marketing is a powerful and practical methodology for putting a marketing operation into a growing business that supports long-term sales results.

Developed over twelve years, originally tested in over 200 companies, and now being used in over 2,000 businesses, this unique approach was created by Bryony Thomas and captured in her award-winning book of the same name.

Anyone can download a free sample chapter from **www.watertightmarketing.com**



The Telegraph · The Guardian · MYCUSTOMER · VISTAGE · Forbes · BUSINESS INSIDER

SUMMARY

The Touchpoint Leak™ Assessment at a glance

Duration: Written report delivered within one month.
Approach: In person and desk research as required.
Output: A detailed and peer reviewed report identifying leaks in priority order with some practical suggestions that can be actioned straight away.
Guaranteed: All licensed practitioner engagements come with the Watertight Marketing Satisfaction guarantee. See website for more details.

Fixed Price £2,750 +VAT

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