



## e-Strategy Audit

This simple tool is designed to help you assess the effectiveness of your strategy for making use of your website, email, e-newsletters etc. Note, not all of these things need to be carried out electronically, they just need to be carried out!

Answer the following questions with either 'YES' or 'NO', there is no 'maybe' or 'sort of'. Be as honest as you can!

- |   | YES | NO |
|---|-----|----|
| 1 |     |    |
| 2 |     |    |
| 3 |     |    |
| 4 |     |    |
| 5 |     |    |
| 6 |     |    |
| 7 |     |    |
| 8 |     |    |
| 9 |     |    |

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with others, including demonstrating how this might work?



Now is the time to play noughts and crosses! For each question that you have answered with a resounding YES, cross out the corresponding number in the table below.

	<b>Your Customer</b>	<b>Your Content</b>	<b>Your Dialogue</b>
<b>Existing Customers</b>	1	4	7
<b>New Customers</b>	2	5	8
<b>Your Network</b>	3	6	9

For each square not filled in/crossed out there will be corresponding actions. Match the numbers back to the questions on page 1 to see what they are.

The idea is that there are 3 main places to gain business:

- Existing customers – people with whom you have done business in the past and whose details you have in your possession
- New customers – people with whom you have not done business and whose details you may have but with whom you have had no interaction yet.
- Your network – those people with whom you currently do not do business and may never be likely to, but who talk to the same/similar customers as you do.

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For each of these 3 categories there are 3 things that need to be considered:

- Identify who your customer is and get to know them (well)
- Create some content and collateral that will add some value and create interest
- Begin a dialogue with these groups of people

Exactly how you carry out each of the 9 steps depends on the nature of your business, however there are one of two things that you should bear in mind:

- It is easier (and cheaper) to obtain business from existing customers
- When sending out brand information, roughly one third of the material will be seen and it takes on average 7 exposures to your brand for a customer to become brand aware (that is 21 letters, emails or phone calls!!)
- Only 3% of people in the marketplace are actively looking to buy, the rest are just seeking information
- On the internet, search engines are answer engines

All these things need to be considered in the light of good website design practice and the various accessibility issues that exist. Simply having a website and sending out some emails is not good enough.

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