

**NZ Special** analysis  
Marketing analysis

## 1. Marketing status & other informations

- 1.1. Client information
- 1.2. Statistics
- 1.3. Web page & Social Media informations
- 1.4. Marketing Goal
- 1.5. Company's marketing activity

## 2. Marketing plan

## 3. Marketing status

- 3.1. Marketing promotions
- 3.2. Marketing strategies
- 3.3. Estimate Marketing status

## 4. Assortment

- 4.1. Market research
- 4.2. Variety of offers / collections
- 4.3. Innovation of the assortment & Competition on the market
- 4.4. Hidden Costs
- 4.5. Guarantees / Returns / Security of Purchase
- 4.6. Potential for Growth
  - 4.6.1. Google Trends
  - 4.6.2. Risk Analyser®

## 5. Social Media Network

### 5.1. Social Media analysis

5.1.1. Facebook

5.1.2. Instagram

5.1.3. Snapchat

5.1.4. YouTube

5.1.5. LinkedIn

5.1.6 Other

### 5.2. Posts

5.2.1. Copywriting

5.2.2. PHOTO & VIDEO

5.2.3. Visuals and Graphic solutions

5.2.4. Quality and Creativity of content

5.2.5. Links

5.2.6. Frequency of posts

5.2.7. Post Release timing

### 5.3. Customer Interaction

### 5.4. Promotional posts

### 5.5. Overall Impression

## 6. Web Page

### 6.1. Design

### 6.2. "Call to Action" elements

### 6.3. Copywriting

### 6.4. SEO Coverage

6.5. Marketing

6.6. Google My Business Account

## 7. Google AdWords™ analysis

## 8. PR & PRESS Promotions

8.1. Integrity of the company

8.2. Media articles

8.3. Company's PRESS potential

## 9. User Support

9.1. Contact Methods

9.2. Responsiveness

9.3. Overall Impression

## 10. Target Group

10.1. Current Target Groups

10.2. Statistical Target Groups

10.3. Strategic Target Groups

10.4. Analysis and assignment of the most effective target groups for your company

## 11. Sponsorships & Content Marketing

11.1. Content marketing

11.2. Event Sponsorships

11.3. Other Sponsorships

## 12. Influencer marketing

12.1. Potential in Collaboration with Influencers

12.2. Choosing the right influencer according to the target group and company type

12.3. Choosing the best form of Influencer Marketing for your company

## 13. Other forms of marketing

13.1. Billboard

13.2. Newspapers

13.3. TV & Radio

13.4. Presentation of products / Pitching

## 14. Marketing strategy

15.1. Promotional Strategy

15.2. Marketing Strategy ( building loyalty / improper access / sales )

15.3. Brand Awareness

## 15. Marketing Campaigns

## 16. Overall impression

## 17. Suggestions