

MARKETING AUDIT & DIAGNOSTIC

Northwind Analytics

Senior-level marketing strategies without the agency overhead

PREPARED BY

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VP Marketing (illustrative)

AUDIT PERIOD

Illustrative sample

DELIVERY DATE

Illustrative sample, not a real client

SECTION 2

Executive summary

Northwind Analytics has strong product usage and a loyal early base, but pipeline growth is slowing. The audit looked at why, through the lens of how clearly the company explains its value and how well it can measure what drives demand.

The three findings that matter most

01 Northwind sells a category buyers do not yet shop for. The site leads with features, not the outcome a data leader buys: trust in the numbers their business runs on. Until the positioning names that stake, every channel works harder than it should.

02 There is no written ICP, so the funnel fills with the wrong shape of company. Roughly a third of recent pipeline sits below the size where the product earns its price, which lengthens cycles and drags down win rates.

03 Measurement cannot yet answer the question the board will ask: which spend to cut first. Attribution is blended and self-reported, so budget rests on intuition. The surprise: the team that monitors data quality for a living cannot see its own.

Roadmap at a glance

30 days, stop the bleeding

Retire the two off-positioning case studies that sell to the wrong segment. Rewrite the homepage hero around the buyer outcome rather than the feature list. Write the first one-page ICP with explicit disqualifiers and circulate it to sales.

60 days, build the spine

Stand up a single messaging house that the website, deck, and founder posts all draw from. Agree one written MQL definition between sales and marketing. Instrument channel-level CAC so blended numbers stop hiding the truth.

90 days, compound

Commission the first named buyer-committee research to validate the new positioning. Build a KPI tree from leading indicator to revenue with named owners. Launch a content angle the new narrative makes ownable.

Recommended next engagement**Messaging & Narrative Development**

Finding 1 is a story problem, not a channel problem. Before Northwind spends more of the round on demand generation, the narrative spine has to exist in writing so every surface and every new hire repeats the same thing. Messaging & Narrative unblocks positioning, proof, and demand at once.

Indicative range: EUR 7,000 to 13,000 over 4 to 6 weeks, excl. 21% VAT. Final scope confirmed at kick-off.

SECTION 3**Methodology**

We score twelve dimensions of marketing maturity on a 1–5 ladder. Each dimension is examined through a fixed set of diagnostic prompts, evidenced against the client's actual artefacts and stakeholder interviews, and recorded with a score and a written rationale.

The audit is deliberately not a SaaS scorecard. The number matters less than the recommendation that follows it: a 2 with a clear next move is more useful than a 4 with no consequence.

SECTION 4

Maturity scorecard

Each of the twelve dimensions, with a final maturity score and a one-sentence rationale. Findings and recommendations follow in Section 5.

CODE	DIMENSION	SCORE	ONE-LINE RATIONALE
POS	Positioning clarity	2 / 5	<i>Clear internally, invisible on every surface.</i>
ICP	ICP definition & sharpness	2 / 5	<i>No written ICP; pipeline fights its pricing.</i>
MSG	Messaging coherence	2 / 5	<i>Site, deck, posts each promise differently.</i>
VAL	Value proposition & proof	3 / 5	<i>Credible claims; proof thin, dated, off-ICP.</i>
GTM	GTM motion fit	3 / 5	<i>Motion fits deal size; the handoff breaks.</i>
CHN	Channel mix & spend efficiency	2 / 5	<i>Blended reporting; one channel hides risk.</i>
DMD	Demand gen, content & SEO/AEO	3 / 5	<i>Ships and ranks, but rarely ties to revenue.</i>
ALN	Sales-marketing alignment	2 / 5	<i>Different numbers; no MQL definition or SLA.</i>
VOI	Brand voice & narrative	3 / 5	<i>Consistent but generic, not distinctive.</i>
VIS	Visual system consistency	3 / 5	<i>Solid on core surfaces; drifts elsewhere.</i>
KPI	KPI architecture & attribution	2 / 5	<i>No KPI tree; attribution is self-reported.</i>
STK	CRM hygiene & marketing tech stack	3 / 5	<i>CRM clean; lifecycle and tools half-built.</i>

SECTION 5

Findings by dimension

Each dimension has the same shape: scope, diagnostic prompts, evidence we examined, findings, score, and recommendations. Read top-to-bottom for the full picture; jump to the table of contents to navigate.

Positioning, ICP & messaging

POS, Positioning clarity

MATURITY SCORE: 2/5 · Emerging

SCOPE

How sharply you can articulate who you serve, what you do, and why a buyer should choose you over alternatives.

— DIAGNOSTIC PROMPT BANK · NOT INCLUDED IN THIS SAMPLE

Each dimension is scored against a bank of diagnostic prompts, roughly fifty across the twelve dimensions. The full bank is applied to your marketing in the engagement.

EVIDENCE REVIEWED

Homepage and six key pages, the current sales deck, and the CEO and VP Marketing interviews.

FINDINGS

- The homepage hero leads with the mechanism (real-time pipeline monitoring and anomaly detection), not the stake the buyer cares about: confidence in the numbers the business runs on.
- No alternative-to set is named anywhere, so buyers slot Northwind against in-house scripts, generic observability tools, or doing nothing, with no steer from the site.
- Pricing is presented apologetically behind a long feature table rather than a claim that justifies the number.

RECOMMENDATIONS

- Rewrite the hero and category claim around the buyer outcome: lead with the stake, support with the mechanism.
- Name the alternative-to set explicitly (in-house, general observability, status quo) and position against each.
- If extended, this dimension feeds the Brand Strategy & Positioning engagement.

ICP, ICP definition & sharpness**MATURITY SCORE: 2/5 · Emerging****SCOPE**

How precisely the ideal customer is defined, by firmographics, trigger event, buying committee, and disqualifiers.

— **DIAGNOSTIC PROMPT BANK · NOT INCLUDED IN THIS SAMPLE**

Each dimension is scored against a bank of diagnostic prompts, roughly fifty across the twelve dimensions. The full bank is applied to your marketing in the engagement.

EVIDENCE REVIEWED

HubSpot pipeline export for the last two quarters, plus the VP Marketing and two AE interviews.

FINDINGS

- There is no documented ICP naming firmographics plus a trigger event; sales and marketing described different target customers in interviews.
- About a third of recent pipeline sits below the data-team size where the product earns its price, lengthening cycles and depressing win rates.
- Disqualifiers are not written down, so SDRs chase logos that will never close.

RECOMMENDATIONS

- Write a one-page ICP covering firmographics, trigger event, buying committee, and explicit disqualifiers.

YOU JUST READ AN EXCERPT

The full audit covers all 12 dimensions.

This sample showed the executive summary, the maturity scorecard, and one of the twelve dimension chapters. The full report scores every dimension against evidence from your live assets, analytics, CRM and stakeholder interviews, and closes with a prioritised 30, 60 and 90-day roadmap you keep.

12

dimensions

2 to 3

weeks

Deck + report

deliverables

€2,975

fixed fee, excl. VAT

Next step: a 30-minute call, no obligation.

Book direct: meetings-eu1.hubspot.com/maurice-klapwijk

Or request the audit at headroommarketing.com/audit