



CONDUCT YOUR OWN SPEED-AUDIT

Is your company on the path to high-performance in marketing?
Fill in the Switchmodel® test, using the questions as a guide.

THE SWITCHMODEL® TEST

Marketing contribution
to business growth



PEOPLE

- Can you succinctly describe marketing's responsibility and remit? How well is it understood across the company?

- Do you know which skills and capabilities your marketing function needs to possess in 2 years time?

- What's your plan for obtaining them?

- Do you have the most appropriate agency structure in place? If not, do you know what this structure needs to be?

PLAN

- Can you clearly describe how the marketing objectives are linked to business objectives?

- What are the performance metrics that reinforce this link?

- Describe your value proposition in a few words. How does it add value?

- Do you have a clear roadmap for your marketing investments for the next 2 years?

- Have you tested how well or poorly you deliver the customer experience across touch points?

PROCESS

- Can you easily outline how your marketing process aligns with core business processes?

- Do you have tools and templates in place that aid alignment?

- Describe the way of working between your marketing function and its stakeholders. Is it speedy and efficient?

- Is data and assets up-to-date and readily available so you can accelerate time to market?
