



PKGT AUDYT

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„Today
Success
is dependent...
... on **total commitment**”

Tom Peters, marketing guru

Member of IAPA



Global Support Local Knowledge



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MARKETING AUDITS

With the ever increasing scope of audits PKGT Audyt is pleased to announce the roll out of marketing effectiveness audits aimed at foreign owned businesses operating on the Polish market. The new service is headed up by **Agnieszka Szyfter**, a highly experienced marketing professional, who was instrumental in developing marketing and PR in Poland and worked on many prestigious assignments and **Magdalena Mikorska**, who has extensive experience of marketing and PR activities amongst foreign owned entities.

The service is aimed at small and medium sized businesses where the foreign investor wishes to evaluate the appropriateness and effectiveness of the marketing and PR activities of local management and of outside agencies and consultants.

We combine our extensive experience of the Polish market with an in depth understanding of cross cultural issues which often negate marketing activity.

Range of services:

- * Effectiveness audit of existing marketing actions (reach the customer target, website audience and advertising messages).
- * Audit of the cost-effectiveness (financial) of marketing and PR activity.
- * Audit of brand presence on the world wide web (website, social media, discussion panels, transparency of messages, ease of access, etc).
- * Analysis of Client marketing strategy effectiveness.
- * Analysis of feedback to marketing campaign realized by the Client.
- * Benchmarking.
- * Audit of effectiveness of market competition.
- * Marketing Agency supervision and evaluation.
- * Audit of consistency of marketing materials and website with strategy.
- * Advisory services on suitability of marketing strategy for Polish specifics.

In addition, working together with a leading valuation company, we can undertake brand valuation of existing businesses, proposed acquisitions and benchmark.

Our brand promise:

- * To provide Clients with professional and tailored to their needs reports.
- * To formulate proposals for improvements.
- * To work with the client in achieving success in Poland.

The partners of **PKGT Audyt** have helped clients successfully invest more than 1 billion Euro in Poland.

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