

Shadow Marketing Snapshot

A 10-Day Marketing Alignment Diagnostic that uncovers where your assets are being sidelined during live sales negotiations

£2,500 Fixed Fee

10 Business Days

Money-Back Guarantee

The Problem

Sales teams are rewriting marketing assets before customer meetings. Field teams maintain unofficial asset libraries. Email templates sit unused. This isn't rebellion - it's a relevance gap.

The Solution

A rapid diagnostic that reveals exactly where your marketing materials break down in real sales situations, and provides a clear roadmap to fix it.

What you receive - The deliverables

3-4 Stakeholder Interviews



Confidential conversations with sales leaders and front-line sellers to understand where materials fail

Top 5 Assets Analysis



Deep dive into your most important materials to identify usage patterns and disconnects

One-Page Visual Report



Executive summary with heat map showing where marketing investment is leaking value

60-Min Leadership Presentation



In-person or virtual session with findings, root causes, and prioritised recommendations, plus a Q&A session

The 10-Day Process

1

Kickoff Call

Day 1: Align on scope & stakeholders

2

Interviews

Days 2-5: Talk with sales & marketing

3

Asset Review

Days 3-7: Analyze top 5 materials

4

Report Creation

Days 8-9: Synthesize findings

5

Presentation

Day 10: Present to management

Shadow Marketing Snapshot

Marketing Creates – Sales Translates

The Marketing-Sales Alignment Diagnostic That Reveals Where Your Assets Fail

Investment

£2,500

Guarantee

If we don't identify at least 3 high-impact gaps where sales are bypassing marketing assets, you don't pay.

Is this the right fit for you?

Perfect Fit If You:

- ✓ Suspect sales modify or ignore materials
- ✓ Have sales-marketing tension
- ✓ Run B2B tech (20-200 employees)
- ✓ Have complex sales cycles (60+ days)
- ✓ See regional teams creating own assets
- ✓ Need objective third-party view



Not Right If You:

- ✗ Have strong sales-marketing alignment
- ✗ Want creative design or copywriting
- ✗ Have very small team (under 10)
- ✗ Sell to consumers (B2C)
- ✗ Want full asset creation included
- ✗ Can't dedicate time for interviews



Interested in Uncovering Your Shadow Marketing Gaps?

For B2B technology leaders who suspect their marketing is not landing during live negotiations

[Book Your Free Assessment Call](#)