MarcomCentral®
A RICOH Company

BRAND PORTAL HEALTH ASSESSMENT

DIAGNOSE YOUR BRAND PORTAL'S HEALTH AND ESTABLISH A PROGNOSIS TO PROSPERITY

By measuring your current distributed marketing brand portal's use case and contents against best practices based on years of experience that the team has, collectively, we'll create a **Portal Health Assessment** that will enable your business and users to achieve maximum brand value, user engagement, and sales enablement.

The assessment's **deliverable is actionable** with clear recommendations prioritized by speed-to-value and organizational impact.

ENVIRONMENT REVIEW

» Baseline the client's current brand portal against **best practices** with similar high-performing use cases.

» Review the current state to identify the gaps and areas of **opportunity** that would help drive further adoption, engagement, and a best-in-class user experience.

» Assemble an **action plan** that outlines clear recommendations prioritized by highest level of impact for the client's organization.

PORTAL WORKSHOP

CONDUCT INTERVIEWS > **ANALYZE CURRENT STATE AND DATA** > **GENERATE STRATEGY**

» Conduct Interviews with current stakeholders

» Analyze brand portal use case and deployment and check functionality of integrations and web services.

» Based on current-state issues, provide best practice recommendations for resolution, and identify hotspots of activity.

» Combine research and analysis to create the **Portal Health Assessment.**

ACTIONABLE OUTCOMES

Client receives v that outlines recommended next steps to achieve maximum value and user engagement. It includes:

1. **Anonymized Data from the Interviews** All the data collected from the interviewed team members (anonymized results encourage freedom and transparency).

2. **Analysis** Strengths and opportunities baselined best practices.

3. **Recommendations** A prioritized roadmap of process improvements that can be actioned in order by effort and priority to meet strategic objectives.

4. **Review** Critical to the success of conducting the assessment, the presentation fosters a Q&A session, dialogue about what we think is critical for next steps, and how to drive adoption.

Ready to level up your users' brand portal experience?
Let's get started: marcom.com/healthcheck