**Draft Copy & Layout for Marketing Audit Teaser**

**Company:** Alinea Growth Advisors  
**Deliverable:** 1-page, 2-sided teaser (front + back)

**Front Side (Intro & Hook)**

**Title: The Alinea Marketing Audit**

**Subtitle:** ***The Launching Pad for Growth in Private Companies & Private Equity Portcos***

**Headline / Hero Statement**

**“If you don’t know where you are, how can you get to where you want to be?”**

**Subhead / Positioning**

Companies have relied on **financial audits** for decades to confirm company performance, uncover risks, and guide decision making. More recently, leading companies and Private Equity firms are applying the same rigor to **Marketing**—the very engine of revenue growth.

**Core Intro (40–50 words)**

Alinea’s proprietary Marketing Audit is a **comprehensive, objective assessment** of your company’s marketing effectiveness across 29 practice areas. It identifies what you’re doing well, where there are gaps, and what’s missing entirely—delivering actionable, prioritized recommendations, segmented by timeframe, designed to drive measurable near- and long-term growth.

**The Silent Threat to Growth & Exit Value**

Without a Marketing Audit, a company risks undermining its growth trajectory and ultimate enterprise value. Misaligned strategies drain resources, ineffective campaigns dilute returns, and competitors gain ground while leadership operates on incomplete information. Instead of running on data and clarity, the business runs on assumptions—an invisible drag that erodes performance today and jeopardizes exit value tomorrow.

**Visual Element Suggestion**

* Infographic icon (magnifying glass, audit checklist, compass/map—but must be understated).
* Overlay tagline: *“Marketing clarity. Growth unlocked.”*

**Back Side (Details & Credibility)**

**Section 1: What Is a Marketing Audit? (50–60 words)**

A structured review of all marketing practices, programs, and performance. The audit benchmarks your company against best practices, highlights strengths and weaknesses, and provides a **roadmap for improvement**. It is as rigorous as a financial audit, but focused on Marketing clarity, alignment, and ROI.

**Section 2: Why Companies Need a Marketing Audit (60–70 words)**

Marketing is often fragmented, underfunded, or misaligned with business strategy. Alinea’s Marketing Audit delivers an **unbiased view** of where your Marketing stands today—and how to maximize its impact tomorrow. For executives and investors, it replaces guesswork with actionable insights and clear next steps to optimize resource allocation, enhance customer engagement, ensuring a strong competitive position and a higher return on marketing spend.

**Section 3: When to Conduct a Marketing Audit (split audience framing)**

**For Private Companies:**

* When preparing for growth or new market entry.
* When revenue growth has stalled, competitive threats increase, or leadership wants clarity before a major Marketing spend, strategy shift, or rebranding.

**For Private Equity Portfolio Companies:**

* **Pre-Closing Due Diligence:** Marketing effectiveness assessment prior to investment.
* **Post-Closing 100-Day Plan:** Marketing alignment and integration as a cornerstone to accelerate revenue and maximize enterprise value.
* **During Investment Period:** When growth has stalled or when Sales and Marketing functions are being reassessed or overhauled.

**Section 4: What’s Included (bullet style)**

* Analysis of **29+ Marketing practice areas**
* Clear picture of what’s being done **right, not so right, or not at all**
* **Prioritized recommendations** with realistic timeframes
* Alignment with **executive and financial goals**
* Delivery of an **actionable roadmap** for measurable growth

**Closing Statement & CTA (30–40 words)**

The Marketing Audit from Alinea Growth Advisors is the **essential first step** toward driving sustainable growth. Let us help you establish clarity, credibility, and confidence in your Marketing.

**Schedule a conversation today:** [**www.AlineaGrowth.com**](http://www.AlineaGrowth.com)

**Design Notes for Copy**

* **Front Side**: 150–170 words max. Clean, bold, with one dominant visual.
* **Back Side**: 220–260 words max. Structured with subheads and bullets.
* CTA **must stand out** (larger font or highlighted box).