Mayank Patel
Marketing Performance Advisory

MAIN SERVICE

Marketing Performance Review

Two weeks · From £4,500 + VAT · Fixed fee confirmed in writing before any work starts

A two-week review of how your marketing and sales data fits together, across channels, website, email and CRM. You finish with a clear picture of where enquiries come from, where leads drop off, and what to improve first.

> **I advise and measure. Your team or agency implements the changes.**

WHAT YOU RECEIVE

01	A view of how enquiries become sales, based on the data available
02	Findings on measurement gaps and reporting issues
03	A practical KPI scorecard
04	Five prioritised recommendations
05	A presentation and discussion of the findings

HOW THE TWO WEEKS RUN

DAY 1	DAYS 2 TO 4	DAYS 4 TO 6	DAYS 6 TO 9	DAY 10
Kick-off	**Journey**	**Gaps**	**Scorecard**	**Present**

The two weeks start on a date we agree once you've approved the written scope and fee.

WHAT I NEED FROM YOU

Read-only access to the systems in scope, your recent reports, one person for quick questions, and one session with your decision-makers at the end.

A NOTE ON DATA

The depth of the analysis depends on what data I can get and how reliable it is. If records are incomplete, I'll tell you. I can't guarantee revenue or returns.

FOUNDING CLIENT OFFER

20% off a review for my first three clients, in return for honest feedback. Publishing any feedback or case study is agreed separately, and you approve the wording.

Arrange an introductory call

Free, with no obligation. Or start the 3-minute marketing check first.

mayankpatel.uk/contact

mayankpatel.uk Mayank Patel · Message me on WhatsApp · linkedin.com/in/mayankpatel1

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