

AUDIT · TIER 01

The Alignment Audit.

Where strategy, customer experience, AI and collaboration finally pull in the same direction.

A focused diagnostic across four areas of your business — a clear plan to fix what's misaligned, and a sharper view of what's already working.

Something's not connecting.

You're putting effort in. Campaigns are running, the team is busy, maybe you've brought AI into the mix to move faster. But something isn't landing — results are inconsistent, the strategy feels disconnected from what's happening in market, and if you're honest, you're not quite sure where the problem lives.

It happens at every stage. A startup finding its feet. An established business with a team in place still not getting the commercial return the effort deserves. Or a team that's nailed AI for efficiency but hasn't unlocked the creative leverage it's capable of.

And then there's the quiet one most teams underestimate: collaboration. Marketing rarely fails in isolation. The signal usually lives next door — in sales, in product, in customer. When marketing isn't plugged into those conversations, even a strong strategy will drift.

Built for three kinds of businesses.

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The Startup.

YEAR 1–2. WEARING ALL THE HATS.

1

You're a founder or early team running marketing yourself, maybe with a junior in the seat. You need a strategic sounding board to set the foundations properly — before bad habits and tangled campaigns make it harder to fix later.

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The Established Business.

ESTABLISHED. RESOURCED. PLATEAUED.

2

You have a team, a budget, and years of campaigns under your belt — but the commercial return doesn't match the effort. Something's misaligned between strategy, customer experience and how the function actually operates day-to-day.

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The AI-Curious Team.

AI FOR SPEED. NOW WHAT ABOUT LIFT?

3

You've integrated AI for efficiency and you're shipping faster. But output is still average and creativity is still flat. The real question isn't "which tool?" — it's whether your strategy and team are set up to make AI worth using.

Here's how it actually works.

Every Alignment Audit runs through the Clarity Stack — four diagnostic layers worked through in sequence. The order matters: each layer pressure-tests the one before it.

01 The 90-Minute Debrief.

We start with a focused conversation — you, me, and the wider picture. Where you are, what's working, what isn't, and where it hurts most.

02 Cross-Team Conversations.

I meet with the people next door — sales, product, customer — to understand how you collaborate, what insights flow (and don't), and where new connections could unlock better output. Not to restructure those teams. Just to map the connective tissue.

03 Strategy and Customer Experience Review.

I dig into your commercial strategy, positioning, and value proposition. Then I look at how customers actually experience the business — where the promise and the reality diverge, and what that's costing.

04 AI Audit — Efficiency and Creativity.

How is AI showing up in your business today? Where is it earning its keep, and where is it being used as a hammer when you needed a paintbrush? We separate the speed wins from the creative leverage that's still on the table.

Six things you leave with.

The Alignment Audit surfaces both gaps and strengths — because the foundation for growth is often already there, just not yet fully visible or deliberately built on.

01

A Gap Analysis.

A clear, named view of exactly what's misaligned — strategy, customer experience, collaboration, AI usage, or all of the above.

02

A Strengths Map.

An honest view of what's already working that hasn't been fully recognised or built on — the foundation for growth is often already there.

03

A Prioritised Framework.

Your quick wins, ordered. What to do this month, this quarter, and what to put a pin in.

04

A Revised Strategy Outline.

Commercial strategy connected back to revenue and to the customer. No more disconnected campaigns.

05

AI Recommendations.

Where to lean in for efficiency, where to push for creative leverage, and what to leave alone.

06

Cross-Team Collaboration Map.

A clear view of where marketing, sales, product and customer can connect more tightly — and what that unlocks.

Two tiers. Pick your lane.

LITE

The Alignment Audit. Lite.

R6,000

FOR FOUNDERS & SMALLER TEAMS

- 90-minute strategy debrief
- Conversations with 1–2 key team members
- Strategy, customer experience and AI gap analysis
- Prioritised framework with quick wins
- Revised strategy outline (summary)
- Light team-structure recommendations

FULL

The Alignment Audit. Full.

R18,000

FOR ESTABLISHED & MULTI-FUNCTION TEAMS

- 90-minute strategy debrief
- Cross-team interviews: marketing, sales, product, customer
- Full audit across Strategy, Customer Experience, AI Readiness, and Collaboration
- Prioritised framework with quick wins
- Revised strategy outline + revenue connection
- Detailed team structure plan + job specs
- Cross-team collaboration map

Roughly what one misaligned quarter costs in wasted spend — most teams I audit are leaking 20–40% before we sit down.

The shape of the work.

Three businesses. Three different industries and stages. The same gap in each — a disconnect between what the business was becoming and what its brand, positioning or customer experience could support. Names withheld out of respect for client confidentiality.

01 The Global Brand with Local Reach.

MARKETING TECHNOLOGY SERVICES · NINE OFFICES · INTERNATIONAL

Built a brand framework that could carry global authority alongside major marketing technology partners while adapting to nine offices each at a different level of market maturity. One brand. Multiple markets. One coherent company.

OUTCOME: Marketing productivity +30% · Output +50% · NPS improved consistently

julietmey.com/case-studies/tech-services

02 From Resource Provider to Strategic Advisor.

BIG DATA AND ANALYTICS · SOUTH AFRICA · STRATEGIC PIVOT

Clients were already drawing on the team as strategic advisors. Formalising that required a new brand, a redesigned engagement model and a new approach to managing client relationships. The business shifted how it was perceived and what it was commercially worth.

OUTCOME: Engagement +200% · Organic growth 150% in 12 months · Valuation doubled on investment

julietmey.com/case-studies/big-data-analytics

03 From Mid-Market to Enterprise.

B2B SAAS · SOUTH AFRICA · UK MARKET ENTRY

The numbers revealed that mid-market clients were commercially unsustainable. Enterprise was the only viable and scalable model — but nothing was set up to support it. Rebuilt sales, development and customer operations to match the new commercial direction.

OUTCOME: 150% revenue growth in 12 months · UK GTM successfully launched

julietmey.com/case-studies/b2b-saas

Different stages, different industries. The same gap in each.

Ready when you are.

I'm Juliet — a senior B2B marketing consultant with 19+ years across marketing, customer experience, and commercial strategy. I work with founders, executives and SMEs in South Africa to fix what isn't aligned, surface what's already working, and build marketing functions that actually feed the business.

Book a 30-minute intro call.

30 minutes. You'll leave with at least one diagnostic you didn't have before — whether we work together or not.

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