

CROÍ  
MEDIA GROUP

# The Integration

## *Audit*

Reveal what fragmented communications are costing  
your organisation.

Ky Wilson

# W H A T T H I S A U D I T I S

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This is a 30-question self-assessment that benchmarks your organisation's communications function across seven integration dimensions.

It takes 15 to 20 minutes to complete honestly. The output is a fragmentation score, a traffic-light rating for each dimension, and three specific next steps tailored to your result.

It was built from 20 years of senior communications leadership across Australian not-for-profit, government, and commercial organisations.

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*This is not a marketing quiz. It is a diagnostic tool for leaders who suspect their communications are underperforming and want a structured way to prove it.*

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Most organisations do not have a brand problem. They have a coordination problem.

The website was built by one agency. The copy was written by a freelancer. The social is run by a junior. The events are produced by a separate specialist. The PR sits with yet another firm.

Every supplier is competent in isolation. But when a prospective member, customer, donor, or employee encounters the brand across four or five of these touchpoints, the inconsistencies are visible. The voice shifts. The visual execution drifts. The promise on the website contradicts the experience of the event.

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*This is the fragmentation tax. It is not listed on any invoice, but it shows up in higher churn, lower conversion, slower growth, and erosion of reputation.*

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For each question, tick the number that best reflects your organisation's reality today, not what you hope it looks like or what is written in a policy document nobody refers to.

Be honest. The value of this audit is proportional to the honesty of the scoring.

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## SCORING SCALE

**1**

*Strongly disagree or not at all true of us.*

**2**

*Partially true. We are working on this but inconsistent.*

**3**

*Mostly true. We do this well most of the time.*

**4**

*Strongly agree. This is a demonstrated strength.*

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Total scores fall between 30 and 120. Your scoring guide is at the back.

# 01

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## Brand consistency

*Does your brand behave like a single organisation across every touchpoint, or does it quietly contradict itself?*

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1. Our organisation has a single, current brand guidelines document that every external supplier has read.

1    2    3    4

2. If you stripped the logos from five randomly selected communications pieces, a colleague could identify ours as coming from the same organisation.

1    2    3    4

3. Our website, annual report, and most recent event collateral use the same voice, tone, and language.

1    2    3    4

4. Nobody inside our organisation has recently expressed concern that our brand feels inconsistent.

1    2    3    4

## 02

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## Website performance

*Your website is the only employee that works 168 hours a week. Is it pulling its weight?*

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5. A stranger landing on our homepage can tell within five seconds what we do and who we do it for.

1  2  3  4

6. Every major audience we serve has a clear next action available to them on our website.

1  2  3  4

7. Our website captures the details of visitors who are not ready to buy or join yet, and nurtures them.

1  2  3  4

8. We have updated our website copy or structure in the last 12 months based on actual performance data.

1  2  3  4

9. Our website load speed and mobile experience meet current best practice.

1  2  3  4

# 03

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## Content and copy

*Copy is the connective tissue of a brand. Is yours carrying the voice?*

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- 10.** We have a written voice document of 300 words or fewer that defines how our organisation sounds.

1    2    3    4

- 11.** Every staff member or supplier who writes on our behalf has read our voice document.

1    2    3    4

- 12.** We publish original thought leadership content at least twice a month.

1    2    3    4

- 13.** Our copy sounds distinctly like us, not like a generic sector voice any competitor could have written.

1    2    3    4

## 04

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**Marketing strategy**

*Is your marketing driving specific commercial outcomes, or is it activity for its own sake?*

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14. We have a written marketing strategy for the current 12-month period that names specific commercial outcomes.

1    2    3    4

15. Our campaigns are planned to reinforce each other, not run as standalone efforts.

1    2    3    4

16. We can name the three most important audiences we are trying to reach this year and what we want them to believe about us.

1    2    3    4

17. We report on marketing performance to our board or senior team at least quarterly using numbers they accept.

1    2    3    4

# 05

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## Events impact

*Events are one of the most under-leveraged communications assets most organisations own. Are yours compounding or evaporating?*

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- 18.** Our flagship events are integrated into our year-round communications, not treated as standalone efforts.

1    2    3    4

- 19.** We produce and repurpose content from our events for at least six months afterwards.

1    2    3    4

- 20.** We measure our events not just by attendance but by downstream membership, revenue, or brand uplift.

1    2    3    4

- 21.** We provide our sponsors with year-round integration value, not just event-day visibility.

1    2    3    4

## 06

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**PR, profile, and reputation**

*Reputation is built in what others say about you. Are you investing accordingly?*

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22. Our CEO or senior executives appear in publications our target audience reads at least four times a year.

1    2    3    4

23. We have a standing crisis communications plan with pre-approved messaging and a trained spokesperson.

1    2    3    4

24. We maintain a current awards calendar and submit at least one serious entry per year.

1    2    3    4

25. We proactively pitch media stories rather than only responding when journalists approach us.

1    2    3    4

## 07

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**Supplier and team integration**

*The seventh dimension is the one that most organisations never name, and the one that causes the most damage when it fails.*

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26. One named person in our organisation holds the entire communications picture across all channels.
- 1    2    3    4
27. Our external communications suppliers have met each other and are briefed on each other's work.
- 1    2    3    4
28. We do not pay multiple suppliers to do duplicated strategic discovery work.
- 1    2    3    4
29. Senior people in our organisation spend fewer than four hours a week coordinating suppliers.
- 1    2    3    4
30. If our lead communications person left tomorrow, the next person could pick up the integrated picture without starting from scratch.
- 1    2    3    4

Add up your responses across all 30 questions. Your total will fall between 30 and 120.

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## SCORE INTERPRETATION

### **30 to 59: Critically fragmented**

*You are paying a substantial fragmentation tax. Immediate intervention recommended.*

### **60 to 79: Meaningfully fragmented**

*Real coordination gaps. Integration work would produce material uplift within 6 to 12 months.*

### **80 to 99: Partially integrated**

*Some dimensions are working. Targeted improvement on the weakest two or three will deliver the highest leverage.*

### **100 to 120: Integrated**

*You run an integrated communications function. Your job is protection and refinement.*

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Add your scores for each dimension below. Any dimension scoring below 11 out of its maximum is a priority area.

**Brand consistency (Q1 to Q4)**

\_\_\_\_\_ / 16

**Website performance (Q5 to Q9)**

\_\_\_\_\_ / 20

**Content and copy (Q10 to Q13)**

\_\_\_\_\_ / 16

**Marketing strategy (Q14 to Q17)**

\_\_\_\_\_ / 16

**Events impact (Q18 to Q21)**

\_\_\_\_\_ / 16

**PR, profile and reputation (Q22 to Q25)**

\_\_\_\_\_ / 16

**Supplier and team integration (Q26 to Q30)**

\_\_\_\_\_ / 20

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**T O T A L**

\_\_\_\_\_ / 120

Regardless of your overall score, the following three actions are the highest-leverage starting points.

### **S T E P   0 1**

#### ***Run the brand truth test***

Ask five senior people, independently, to answer three questions: What does this organisation exist to do? Who are we here for, and what do they get from us that they cannot get anywhere else? If our organisation were a person, how would they speak? Compare the answers. If they diverge meaningfully, you have identified the root cause of your fragmentation.

### **S T E P   0 2**

#### ***Identify your integration owner***

Name the single person who will hold the entire communications picture from this point forward. Not the person who produces the content. The person who ensures every channel, campaign, and supplier is working from the same brief. If no such person exists, this is your most urgent hire or engagement.

## **S T E P 0 3**

### *Pick your priority dimension*

Select the dimension with the lowest score out of its maximum. That is your first target. Do not try to improve all seven simultaneously. Fix one, then the next. Integration is built sequentially, not in parallel.

G E T   I N   T O U C H

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Whether you have a brief ready to go, an idea you want to think through, or a gap you need to fill, we would love to hear from you.

*Every conversation starts without obligation.*

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*Everything communicates.*

***Make yours count.***