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An algorithmic framework for sustainable marketing audit and prioritization in consulting engagements: The PRISM-Bridge Model

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Abstract: *Purpose:* This paper develops a reproducible algorithmic protocol, the PRISM-Bridge Model, that converts comprehensive marketing audit findings into a transparent, sequenced, and measurable action plan in consulting engagements. Crucially, the framework explicitly embeds measurement readiness and strategic sustainability logic into prioritization decisions, aligning short-term corporate actions with Environmental, Social, and Governance (ESG) criteria and the United Nations Sustainable Development Goals (specifically SDGs 8, 9, and 12). *Methodology:* The study employs a conceptual-development design grounded in a structured synthesis of established research streams, including marketing audit theory, multi-criteria decision analysis (AHP), and sustainable business strategy. To validate the mechanics of the algorithm without overstating empirical claims, the framework is applied to an illustrative demonstration backlog of 30 typical digital marketing and consulting initiatives. *Results:* The proposed algorithm produces four interconnected deliverables: a structured intervention register, a weighted multi-criteria priority score (combining impact, effort, risk, dependency load, and sustainability alignment), a dependency-aware three-phase roadmap, and a constrained quick-win portfolio. Demonstration results confirm that the model systematically prevents the execution of initiatives that conflict with sustainable organizational development, while maintaining strategic breadth. *Practical and Theoretical Implications:* Theoretically, the study addresses a persistent integration gap by unifying audit diagnostics, multi-criteria prioritization, and sustainable execution into a single decision-and-delivery architecture. Practically, the PRISM-Bridge Model provides consulting teams with a reusable

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governance instrument that reduces arbitrariness in early project decisions, improves client explainability, and establishes a practical bridge between diagnostic audits and performance-oriented execution aligned with long-term sustainable development.

Keywords: sustainable digital marketing, marketing audit, multi-criteria decision analysis, United Nations SDGs, management consulting, PRISM-Bridge model

Sustainable Development Goals (SDGs): SDG 8: Decent Work and Economic Growth; **SDG 9:** Industry, Innovation and Infrastructure; **SDG 12:** Responsible Consumption and Production

1. Introduction

A fundamental challenge in contemporary management consulting is not merely diagnosing organizational or market deficiencies but systematically determining the optimal sequence of actions to resolve them. Traditionally, marketing audits provided comprehensive evaluations of corporate performance, focusing predominantly on maximizing short-term financial metrics. Today, however, the business paradigm has shifted fundamentally. In line with global Environmental, Social, and Governance (ESG) requirements, the marketing audit is increasingly seen as a critical tool for achieving the United Nations Sustainable Development Goals (SDGs). Modern enterprises must align operational processes with global targets such as decent work and economic growth (SDG 8), industry, innovation, and infrastructure (SDG 9), and responsible consumption and production (SDG 12).

Despite this conceptual shift, a significant operational gap persists in daily practice. Following comprehensive diagnostic audits, consulting teams and managers frequently encounter an overabundance of fragmented data. Dozens of recommendations are generated, yet a clear, reproducible mechanism to convert the findings into a justified sequence of actions remains absent. This audit-to-action conversion process often occurs intuitively, relying on internal political compromises or on executives' subjective experience. Such ad hoc approaches risk sacrificing long-term strategic value for illusory immediate results.

Given this context, the primary research question of the present study is: How can the findings of a comprehensive marketing audit be algorithmically converted into a transparent, sequenced, and measurable action plan that simultaneously accounts for operational business constraints, the need *for rapid results, and long-term sustainable development criteria?*

To address this question and resolve the issue of early-stage project paralysis, the current research establishes the following key objectives:

1. To develop a reproducible algorithmic protocol that translates audit findings into a unified, structured intervention register.
2. To formulate a multi-criteria prioritization model (based on the Analytic Hierarchy Process) integrating classical business metrics (impact, effort, risk) with indicators of measurement readiness and alignment with sustainability goals (ESG/SDG).
3. To establish a roadmapping logic incorporating process dependencies and organizational maturity levels.
4. To define precise criteria for selecting a portfolio of "quick wins"–initiatives capable of rapidly demonstrating value and building stakeholder trust without distorting the overarching strategic trajectory.

The existing scientific literature extensively examines individual elements of this ecosystem: there is extensive research on marketing audit theory, multi-criteria decision-making instruments, and change management. Nevertheless, studies unifying the individual components into a single, ready-to-use consulting framework are practically nonexistent. The algorithmic model proposed herein, termed PRISM-Bridge (Priority, Readiness, Impact, Sequencing, Measurability), is designed to fill this theoretical and practical gap. The framework equips consultants and executives with a governance instrument that significantly reduces arbitrariness in decision-making. Ultimately, the value of the present research lies in establishing a practical bridge between theoretical diagnostics and outcome-oriented execution. Application of the PRISM-Bridge model ensures that the selected

business trajectory is not only economically justified and transparent but also fundamentally aligned with the principles of sustainable organizational development.

2. Literature review

Modern approaches to evaluating and auditing marketing have undergone fundamental changes over the past few years. In the past, the success of an audit was measured primarily by the direct profit or market share it could bring to a company. However, the rules of the game have shifted today. Businesses are actively transitioning to sustainable digital marketing, where Environmental, Social, and Governance (ESG) criteria have become the core indicators of success. This massive shift in focus is confirmed by large-scale analyses of the scientific literature, which document a genuine boom in research on sustainability (Bashar et al., 2025). At the operational level, this means it is no longer enough for companies to sell products effectively; they must organically weave ideas of environmental protection and social value into their overall marketing strategies (Bhattacharyya, 2023). This process is most noticeable on social media platforms, where brands constantly engage with their audiences and help people develop habits of conscious, responsible consumption (Boza et al., 2025). Many researchers agree that this ecological and social approach is gradually transforming from a passing trend into a strict rule and a mandatory institutional standard for any serious organization (Bryła et al., 2022).

Obviously, such large-scale changes would be impossible without adopting modern digital tools. Recent studies convincingly prove that leveraging big data analytics and artificial intelligence enables companies to build business models that are safe for both society and the environment (Buvaneswari & Aishwaryaa, 2025). An interesting evolution has occurred: old formats of generic charity or abstract corporate social responsibility have given way to very specific actions that directly help achieve the United Nations Sustainable Development Goals (SDGs) (Anusree & Vsiraj, 2025). To meet these new global standards, executives have to integrate processes more deeply - for example, by closely aligning their marketing plans with the environmental sustainability of their supply chains (Elalfy et al., 2020). Furthermore, the implementation of artificial intelligence algorithms is completely changing the mechanics of how companies analyze customer behavior and interact with them (Garg et al., 2024). We are even witnessing the emergence of a completely new approach called "green" artificial intelligence, in which companies configure their digital advertising tools to support corporate sustainability goals while minimizing negative impacts (Hamamah et al., 2024).

An analysis of the most recent management literature reveals that the UN Sustainable Development Goals are currently the dominant theme among scholars (Ibeama et al., 2025). The role of digital marketing today is often evaluated by how well it stimulates responsible consumption of goods, which is a direct response to UN Global Goal 12 (Pizzi et al., 2020). Crucially, this trend is no longer the exclusive privilege of giant corporations. Even micro-enterprises and small firms are actively using digital strategies to remain stable and bring real value to society. Modern management standards require companies to be fully transparent about their environmental impact and to involve various stakeholders in decision-making (Rosário & Dias, 2025). Ultimately, it is a timely digital transformation that enables businesses to create ecosystems that can persist long-term without harming future generations (Setiawan et al., 2025).

This new philosophy of doing business is so profound that it is beginning to change even the education system. Today, higher education institutions are actively integrating SDG topics into their foundational marketing courses (Shabbir, 2025). At the same time, scholars are seeking to understand better how these global initiatives shape the decision-making logic of everyday consumers (Sukoco et al., 2024). General publication statistics show that certain authors and universities have consistently advanced this topic over many years (Tomasella et al., 2024). Overall, across the body of academic work published after 2021, we see a strong consensus on the critical importance of sustainable development (Voola et al., 2022). Interestingly, this market pressure forces all sectors to adapt, even a field as specific and conservative as the marketing of luxury goods (Wibawa & Burhan, 2026).

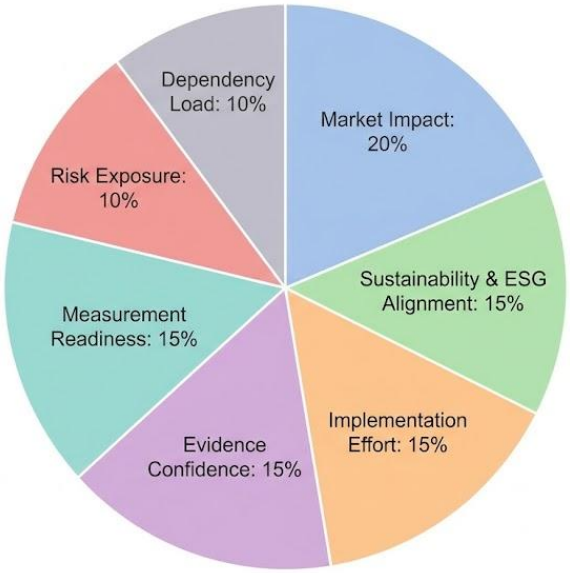
However, a thorough analysis of this entire modern body of work (Wani, 2023; Athwal et al., 2019) reveals one critical gap that hinders real business practice. Scholars explain why companies need to become more responsible and how technologies can help them do so. However, they say almost nothing about what an ordinary consultant should do at any given moment. When a consulting team conducts a marketing audit and identifies dozens of diverse problems, the current literature does not provide a clear algorithm for determining what should be tackled first, given these new ESG requirements and Sustainable Development Goals. It is exactly this lack of an understandable, step-by-step bridge between high-level sustainability ideas and the routine, daily execution of client tasks that the PRISM-Bridge model proposed in this paper aims to address.

3. Methodology

The study design is fundamentally conceptual-developmental, augmented by a structured demonstration protocol. Addressing the complex realities of management consulting requires tools that bridge rigorous theory and applied constraints. Consequently, the proposed framework is derived from a synthesis of established research streams, specifically multi-criteria decision analysis and contemporary sustainable business strategies. To articulate the epistemological boundaries of this research, no primary field experiment is conducted. Instead, the developed framework is applied to an illustrative demonstration backlog comprising 30 synthesized marketing initiatives. This dataset was constructed specifically to represent typical diagnostic outputs, deliberately encompassing modern digital analytics and sustainability-oriented interventions. The resulting outputs provide a proof of concept and a methodological demonstration of the algorithm's mechanics, rather than generalized empirical validation.

The PRISM-Bridge algorithmic protocol generates four interconnected operational outputs: a structured intervention register, a multi-criteria scoring model, a phased implementation roadmap, and a constrained portfolio of quick wins (Figure 1).

Figure 1: Methodology: The PRISM-Bridge multi-criteria scoring weight distribution (integrating ESG and measurement readiness)



Audit Mapping and Intervention Register. The initial phase converts raw diagnostic data into a structured intervention register. Unlike descriptive audit reports, the protocol enforces strict operational constraints on every logged item. Each candidate intervention must specify a measurable anchor, an accountable owner, and a defined mechanism of action. Furthermore, reflecting the modern shift toward responsible management, interventions are cross-referenced against core sustainability targets. Vague diagnostic observations are either excluded from the register or refined into actionable delivery units, effectively eliminating the ambiguity that typically hinders strategy execution.

Scoring Criteria and Multi-Criteria Evaluation. Evaluation of the structured register relies on a weighted multi-criteria scoring model. A critical enhancement over traditional financial-only rubrics is the explicit integration of Environmental, Social, and Governance (ESG) parameters alongside classic business metrics. Candidate items are evaluated across seven distinct criteria on a standardized 1–5 scale (Table 1).

Table 1: The PRISM-Bridge multi-criteria scoring rubric

Criterion	Scale (1–5 anchors)	Weight	Operational Note
Market Impact	1 = minimal lift, 3 = moderate, 5 = high performance lift	0.20	Prioritizes historical data and evidence over subjective forecasts.
Sustainability & ESG Alignment	1 = neutral/unrelated, 3 = indirect SDG alignment, 5 = direct SDG contribution	0.15	Evaluates alignment with responsible consumption and corporate transparency goals.
Implementation Effort	1 = extended duration/cost, 3 = moderate, 5 = rapid deployment	0.15	Incorporates cross-functional coordination complexity and resource consumption.
Evidence Confidence	1 = highly speculative, 3 = partial evidence, 5 = validated benchmark	0.15	Reflects the quality and reliability of the underlying diagnostic data.
Measurement Readiness	1 = untrackable/missing data, 3 = partial baseline, 5 = fully instrumented	0.15	Acts as a critical governance gate; high readiness accelerates prioritization.
Risk Exposure	1 = severe downside/compliance risk, 3 = manageable, 5 = negligible risk	0.10	Assesses potential vulnerabilities. High scores indicate high safety (low risk).
Dependency Load	1 = heavily blocked, 3 = moderate dependencies, 5 = fully independent	0.10	Determines sequencing viability. Independent tasks qualify for early execution.

Note: Total weight equals 1.00. Scales for Risk and Dependency are inverted to ensure higher numerical values consistently represent favorable conditions

Weight Elicitation and Aggregation. The weight elicitation process utilizes a streamlined application of the Analytic Hierarchy Process (AHP). In strict academic environments, AHP requires the formal calculation of eigenvectors and the consistency ratio to validate the decision-maker's logic. However, adapting this mathematical rigor to the fast-paced, resource-constrained realities of management consulting requires a conscious methodological simplification. Consequently, formal consistency ratio calculations are bypassed in favor of heuristic consistency checks and collaborative, iterative sensitivity testing with project sponsors. The aggregated score serves as a structured decision-support mechanism designed to facilitate transparent trade-off discussions, rather than an absolute mathematical directive.

Roadmapping and Quick-Win Selection. Following prioritization, the algorithm translates the ranked inventory into a dependency-aware execution roadmap. The architecture divides implementation into three sequential phases: foundation, acceleration, and scale. Initiatives requiring substantial data infrastructure or possessing heavy dependency loads are systematically assigned to the foundation phase, regardless of their theoretical market impact.

Simultaneously, the algorithm applies a strict extraction filter to identify the quick-win portfolio. Rather than arbitrarily selecting low-effort tasks, the protocol mandates that early interventions must simultaneously demonstrate rapid time-to-value, negligible dependency constraints, and high measurement readiness. At least one selected quick win must explicitly enhance the organization's analytical or tracking capabilities. This rigorous constraint ensures that early project victories establish critical momentum and stakeholder trust without diverting resources from long-term sustainable capability development.

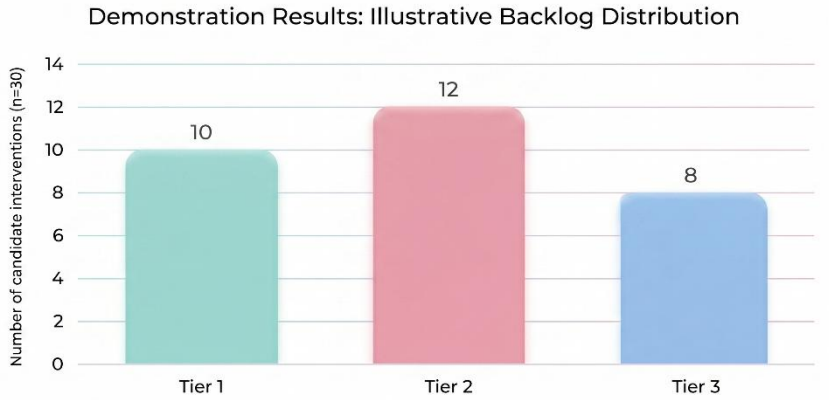
4. Results

The outcomes reported in this section result from applying the PRISM-Bridge algorithmic protocol to an illustrative dataset comprising 30 synthesized marketing initiatives. Because the present study employs a conceptual development design rather than a primary field experiment, the outputs serve as a methodological demonstration of the algorithm's mechanics and a proof of concept, rather than an empirical generalization. Applying the protocol to the demonstration backlog yielded four distinct, interconnected operational outputs.

The first outcome is the generation of a structured intervention register. Unlike conventional narrative audit reports, which frequently contain vague strategic recommendations, the algorithmic protocol forced the conversion of all 30 raw diagnostic findings into strictly defined delivery units. During this conversion phase, any diagnostic observation lacking a measurable anchor, an accountable process owner, or a clear linkage to organizational sustainability targets was either excluded or structurally reframed. Consequently, the resulting register established a highly disciplined foundation for subsequent evaluation, eliminating the ambiguity that typically paralyzes post-audit execution.

The second demonstrable outcome is the generation of a transparent multi-criteria priority score. By applying the weighted scoring rubric detailed in the methodology, the algorithm stratified the 30 initiatives into three distinct execution tiers: Tier 1 ("Do Now"), Tier 2 ("Next"), and Tier 3 ("Later"). A critical observation from this computational demonstration is the moderating effect of the Environmental, Social, and Governance (ESG) criteria. Several initiatives demonstrating high short-term revenue potential were systematically downgraded to lower tiers due to high dependency loads, poor measurement readiness, or a lack of alignment with sustainable consumption principles. Conversely, initiatives proposing transparent data governance or sustainable supply chain communication received priority elevation. This output confirms that the algorithm successfully prevents the prioritization of mathematically profitable but organizationally unsustainable or untrackable actions (Figure 2).

Figure 2: Illustrative distribution of the 30 demonstration initiatives by priority tier



Note: Several high-impact initiatives were downgraded to Tiers 2 and 3 due to strict ESG and measurement readiness constraints

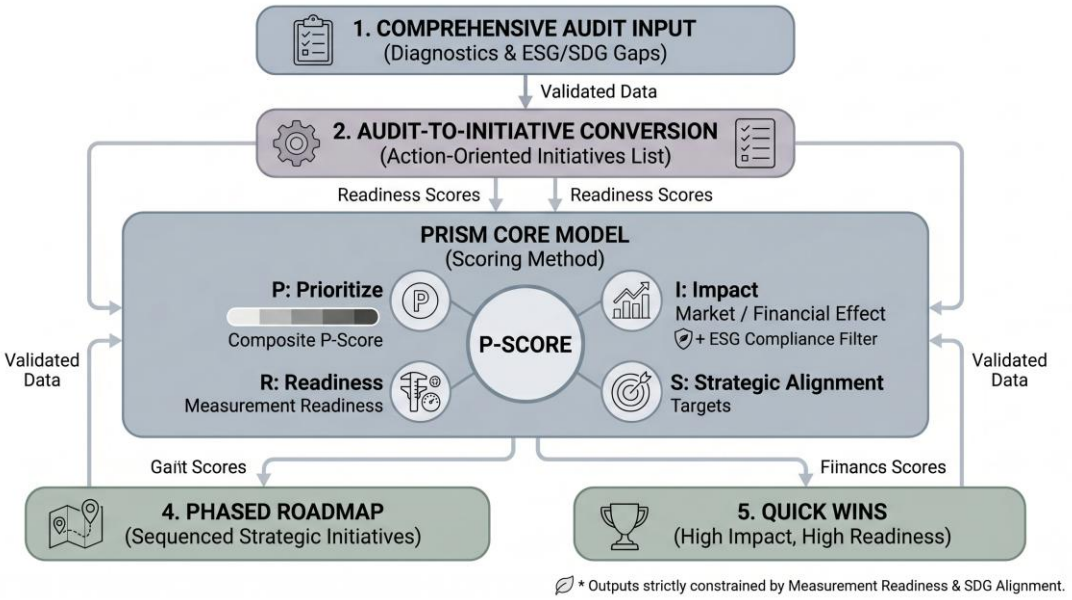
The third resulting artifact is a dependency-aware implementation roadmap. Rather than presenting the prioritized list as a flat operational backlog, the algorithm sequenced the initiatives across three developmental phases: foundation, acceleration, and scale. The demonstration revealed that a simple ranked list is insufficient for execution planning. Highly rated market interventions were automatically reassigned to the foundation phase if their prerequisite measurement infrastructure was absent. This sequencing output visually and structurally formalizes the need to build analytical and operational capacity before launching large-scale market activities (Table 2).

Table 2: Prioritization summary from the illustrative demonstration backlog (n=30)

Tier	Count	Avg. Priority Score	Quick Wins (subset)	Typical Focus of Interventions
Tier 1 (Do Now)	10	1.05	6	Foundational measurement readiness (tracking fixes), quick-win friction reduction, and high-intent campaigns aligned with transparent data governance.
Tier 2 (Next)	12	0.62	3	Lifecycle communication upgrades, mid-funnel content promoting responsible consumption (SDG 12), and dependency-bound conversion optimization.
Tier 3 (Later)	8	0.18	0	Large-scale platform migrations, deep structural rebrands, and long-cycle ESG/sustainability partnerships.

The final output is a constrained quick-win portfolio. The algorithm successfully identified a subset of early-phase initiatives that satisfied strict criteria for rapid deployment: low cross-functional dependency, immediate measurability, and visible stakeholder value. Crucially, the programmatic constraints ensured that these quick wins included foundational tracking improvements alongside minor performance optimizations. This demonstrates the protocol's capacity to generate early project momentum and secure client trust without exhausting resources on purely cosmetic improvements or deviating from long-term sustainability objectives (Figure 3).

Figure 3: The PRISM-Bridge decision architecture: transforming diagnostic audit findings into a sequenced, measurable, and sustainability-aligned action system



5. Discussion

The developed algorithmic framework fundamentally redefines the marketing audit from a descriptive diagnostic exercise into a structured, sustainable governance mechanism. A central differentiator of the PRISM-Bridge architecture is its explicit integration of sustainability parameters, specifically alignment with the United Nations Sustainable Development Goals (SDGs) - alongside classical business constraints. This structural alignment directly answers the growing academic and institutional mandate for responsible digital marketing strategies. By embedding criteria related to decent work (SDG 8), innovation (SDG 9), and responsible consumption (SDG 12) directly into the scoring matrix, the model ensures that everyday consulting decisions actively contribute to long-term corporate sustainability.

When evaluating alternative prioritization methodologies, conventional tools often exhibit significant limitations in complex consulting environments. For instance, the widely utilized MoSCoW method categorizes tasks broadly into “must-haves” and “should-haves,” but lacks the mathematical granularity required to resolve internal conflicts among competing high-priority items. Similarly, the RICE scoring model prioritizes reach and impact effectively but systematically ignores both inter-task dependencies and measurement readiness. The OKR (Objectives and Key Results) framework excels at defining overarching strategic goals but provides minimal tactical guidance on sequencing specific operational backlogs. Conversely, the PRISM-Bridge model synthesizes multi-criteria evaluation with dependency mapping, actively preventing high-impact initiatives from being scheduled before their prerequisite measurement infrastructure is established.

Furthermore, the algorithmic approach to quick-win selection provides a vital contribution to change management theory within consulting practice. Organizational pressure for immediate proof of concept often drives teams toward superficial, low-effort tasks that generate activity but do not build actual capability. By enforcing a strict condition that early interventions must enhance organizational measurement readiness or transparency, the proposed model transforms quick wins into cumulative building blocks for sustainable digital transformation. This approach perfectly bridges the gap between the need for rapid financial accountability and the need to establish a resilient, ESG-compliant business ecosystem.

Despite its structural robustness, the current research architecture has distinct limitations that define its application boundaries. Primarily, reliance on a conceptual development design and an illustrative dataset means that claims regarding real-world performance impact are bounded by the plausibility of the decision mechanism rather than by primary empirical evidence. Additionally, the weight elicitation process utilizing a simplified Analytic Hierarchy Process (AHP) remains susceptible to subjective biases and complex group dynamics during client workshops. In highly political corporate environments, the scoring rubric might still be manipulated to justify preconceived executive preferences, even with transparent criteria.

These limitations concurrently establish clear trajectories for future scholarly investigation. Subsequent research should focus on field-testing the PRISM-Bridge protocol across diverse industrial sectors using live client data. Comparative empirical studies evaluating whether project implementation rates and sustainability outcomes differ significantly between algorithm-guided engagements and intuition-led consulting projects would provide invaluable validation. Finally, future iterations of the model could benefit from integrating automated data feeds from established sustainability reporting frameworks, such as the Global Reporting Initiative (GRI), directly into the algorithmic scoring engine, further minimizing human bias in strategic decision-making.

6. Conclusions

This study addressed the critical operational gap between diagnostic marketing audits and sustainable strategy execution. To resolve the persistent challenge of audit-to-action translation, the research developed and demonstrated the PRISM-Bridge framework–an algorithmic protocol that systematically converts fragmented diagnostic findings into a transparent, sequenced, and measurable governance system. By synthesizing established research in marketing audit theory, multi-criteria decision analysis, and change management, the framework successfully generated four interconnected deliverables: a structured intervention register, a weighted priority score, a dependency-aware implementation roadmap, and a constrained quick-win portfolio.

The demonstration of the algorithm yields critical insights regarding the intersection of strategic prioritization and corporate sustainability. The results confirm that integrating Environmental, Social, and Governance (ESG) criteria directly into the decision architecture systematically prevents the execution of initiatives that conflict with sustainable organizational development. By explicitly embedding measurement readiness and alignment with the United Nations Sustainable Development Goals (specifically SDGs 8, 9, and 12) as foundational evaluation criteria, the proposed model ensures that short-term market impact does not eclipse long-term responsible consumption and stakeholder value. Furthermore, the algorithmic constraints applied to quick-win selection demonstrate that early project victories can be architected to build immediate client trust and permanent analytical capacity simultaneously.

From a practical perspective, the PRISM-Bridge model equips management consulting teams with a reproducible governance instrument. Application of this protocol significantly diminishes arbitrariness during early project phases, mitigates sequencing errors, and provides a highly defensible justification for strategic resource allocation. It establishes a tangible bridge between high-level sustainability mandates and the routine execution of digital marketing transformations.

Despite these contributions, the boundaries of the current research dictate clear trajectories for future scholarly investigation. Because the reported outcomes rely on a conceptual development design using an illustrative demonstration backlog, the primary claims remain bounded by the plausibility of the decision mechanism rather than by primary field evidence. Future research must prioritize empirical testing of the PRISM-Bridge protocol across diverse industrial sectors using live client data. Comparative field studies are required to evaluate whether project implementation rates and sustainability outcomes differ significantly between algorithm-guided engagements and intuition-led consulting projects. Finally, subsequent iterations of the framework should explore the automated integration of recognized sustainability performance metrics, such as the Global Reporting Initiative (GRI) standards, directly into the algorithmic scoring engine, thereby further objectifying sustainable strategic execution.

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Conflict of interest

The authors declare no conflicts of interest. Both authors have no financial or personal relationships with individuals or organizations that could inappropriately influence or bias the content of this manuscript.

Declaration of generative AI and AI-assisted technologies in the writing process

During the preparation of this manuscript, the authors used Grammarly (Premium version) to enhance the clarity, grammar, and readability of the English language text. Grammarly was employed solely for language editing purposes, including correction of grammatical errors, improvement of sentence structure, and refinement of word choice.

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