

## 100 Point Marketing Checklist

No matter the size of your business – marketing is what helps take your product or service from inside your company and delivers it to your potential customers. Every business should develop a written guideline that outlines the company’s marketing strategy and plans out how to implement it.

In the day-to-day delivery and problem-solving that all businesses go through, knowing what’s working with your marketing and what’s not, and what you should focus on NOW to get the biggest return on your marketing investment can become a little overwhelming.

At the end of the checklist please give us a brief description of where you are having the most difficulties with your marketing.

### BACKGROUND

1. I can easily provide an overview of what our company does

---

---

---

---

---

2. We have a mission statement and it is clearly understood by staff and customers

---

---

3. We have identified our core values and they are clearly understood by staff and customers

---

---

4. Our USP and points of difference are identified and they are clearly understood by staff and customers

---

---

5. Our visions and goals are clear to the company’s management team

---

---

GENERAL

6. We have an existing marketing plan in place for my business, and it is current

---

7. Our marketing plan includes an annual marketing outline calendar with key implementation actions/dates defined

---

8. We have at least one person responsible for managing marketing

---

9. Our staff is familiar with how we are marketing our company's product and services

---

MARKET RESEARCH

10. We know who our target market is and have got a full written description of this market

---

11. We've narrowed down who in our target market is our most likely customer, i.e. age, sex, income level

---

12. We've estimated the number of customers in our target market who could potentially buy from us

---

13. We know who our closest 3 competitors are, what services they offer and what their prices are

---

14. We've done a price comparison between our business and our closest competitors and have made notes on why someone would choose us over them and also why someone might choose them over us

---

15. We have completed a SWOT (strength, weaknesses, opportunities and threats) Analysis to understand our concerns and also what we're proud of

---

16. We are aware of what income our business is capable of producing at the level it is currently at right now

---

17. We subscribe to a newsletter for our industry so that we are aware of what news is happening in our industry. We stay current with what's happening in my industry

---

---

#### BRAND

18. Our company has one strong key brand message/tagline with a clear meaning

---

---

19. I feel our branding portrays consistency, collateral elements include...

---

---

#### MARKETING METHODS

In this section we'll look at the different marketing methods available to businesses today.

##### Website

20. We have one and the address is:

---

21. We have more than one and the other addresses are:

---

22. We have a keyword list for our business and check it regularly to keep it update

---

23. The information on our site is current and is updated regularly

---

24. Our website is easy to navigate and it's easy for visitors to find information from the home page

---

25. Our website collects visitor information through a newsletter or sign-up offer

---

26. We have an auto-responder email message that is sent out when someone subscribes

---

27. Our phone and address is listed on the home page and is easy to find

---

28. We have a contact form on our site with a map (Google Map?) or written directions (if appropriate)

---

29. We use a tracking phone number on our website to determine what calls are coming from it

---

30. We use a website statistics tool to understand where visitors are coming from, from what search, what pages they read and how long they visit, i.e. Google Analytics

---

Our website answers the following questions for visitors who may not be familiar with us:

31. An About Us page or something that tells about the company's history

---

32. Services and products we offer are easy to see on the home page

---

33. Different pages on the site for the different services and products we offer

---

34. Enough information to answer customers questions

---

35. Informational articles on our area of expertise

---

36. Client testimonials that include a picture and name

---

37. Photos of our products

---

38. A pricelist of or prices of our products

---

39. Photos of our personnel

---

#### Email

40. We have a system in place to collect email addresses for clients and potential clients

---

41. We use an email marketing services like iContact

---

42. We produce a regular email newsletter for our customers

---

43. We keep track of the response to our email mailing (opens, clicking on links, un-subscribes)

---

44. We occasionally send special mailings to our email list such as special offers or alerts

---

45. We have special email sequences that we use for events as a new customer sequence, a tip sequence, etc

---

Online Advertising Methods

What online advertising methods does your business currently employ:

46. Pay per client ads such as Google Adwords

---

47. Search Engine Optimisation – for high search engine ranking for our main keywords

---

Blogs:

48. We have a blog on our website or our website is a blog

---

49. We have a separate blog such as Blogger or WordPress

---

Social Marketing – Check off which of these your business currently has:

50. Facebook page

---

51. Twitter account

---

52. LinkedIn account

---

53. Google account

---

54. MySpace account

---

55. YouTube account

---

56. Flickr account

---

57. Our business is using these social marketing tools competently

---

58. Our business needs help learning how to use these social marketing tools

---

Local Search – Check off which search engines you’ve setup and claimed your local listings on:

59. Google (place page)

---

60. Yahoo

---

61. Bing

---

Mobile Search – Check off what you have setup

62. Mobile site

---

63. Mobile landing page

---

64. Mobile ads

---

65. QR codes

---

66. SMS

---

Directories – Are you using online directories to market your business:

67. Online Yellow Pages

---

68. Yelp

---

69. Finda

---

Other:

---

Facebook Ads

70. Are you using Facebook ads, if so what is their content and call-to-action?

---

71. Have you tested them against each other, what generates the best response?

---

Banner advertising on other sites

72. Are you using banner advertising, if so on which sites and what is their content and call-to-action?

---

73. Have you tested them against each other, what generates the best response?

---

Other promotion - What other advertising methods do you use?

74. Referral program for existing customers

---

75. Affiliate program for related business referrals

---

76. Direct mail (to own or rented database)

---

77. Radio ads

---

78. TV ads

---

79. Newspapers and Magazines

---

80. Physical networking groups

---

81. Outdoor (billboards, bus backs, etc)

---

82. Sponsorship

---

83. Hosting events

---

84. Exhibiting at expos

---

85. Facilitating workshops

---

86. Producing editorial, columns

---

Street Visibility and Signage

87. (If physical location is important) Our business has a sign that is easily visible from the street

---

88. Our vehicles are sign-written

---

Press Releases

89. Our business uses press releases to make announcements

Media Kits

90. Our business has a media kit for media enquiries we might receive

---

**BUDGET**

91. We know our basic financial information off hand - average sale value, cost of overheads %, profit required % and target sales

---

92. We have an annual marketing budget

---

93. Our marketing budget is based on a percentage of our gross income

---

94. Average monthly spend for marketing and advertising is currently

---

**TRACKING - How do you measure the effectiveness of your marketing methods?**

95. We keep track of how a caller or new customer heard about us by asking them and writing it down

---

96. We keep a spreadsheet of where a call of customer came from

---

97. Our staff are trained to ask where a customer found out about us, including how they got to our website

---

98. We have a system to separately track how our different marketing methods are working for getting new customers

---

**DIFFICULTIES**

99. We are having the most difficulties with our marketing, in the following areas:

---

---

---

100. We would like help with:

---

---

---