

80 Point Business Marketing Checklist

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

Knowing what is working and what's not and what you should focus on NOW to get the biggest return on marketing investment can become overwhelming, particularly with the options online, as well as the traditional offline methods. Often a combination of both works best.

At the end of the checklist, please give a brief description of where you are having the most difficulties with your marketing, or where you want to focus on development.

Consider or answer the following:

General

- I have an existing marketing plan in place for my businesses.
- I have one person responsible for managing marketing i.e. at least one person knows what is going on and is in charge of the implementation.
- Our staff is familiar with how we are marketing our company's products and services.

Marketing Research

- I know who my target market is and I've got a full written description of this market.
- I've narrowed down who is in my target market and is my most likely customers i.e age, sex, income level, etc.
- I've estimated the number of customers in my target market who could potentially buy from me.
- I know who my closest three competitors are, what services they offer and what their prices are.
- I've done price comparison between my business and my closest competitors and have made notes on why someone would choose us over them and also why someone might choose them over us.
- I am aware of what income my business is capable of producing at the level it is currently at right now.
- I subscribe to a newsletter in my industry so I know the latest news and stay current with changes.

Marketing Methods

We'll look at different marketing methods available to businesses today to get a feel for what you are doing and what you could focus on.

Website

We have one address and it is:

We have more than one address and the others are:

We have a keyword list for the business, and they are:

The information on the site is current and updated regularly Y/N:

- The website is easy to navigate and its easy for visitors to find information from the home page
- The website collects visitor information through a newsletter or alert sign up offer
- We have an autoresponder email message that is sent out when the customer subscribes
- Our phone number is listed on the home page and is easy to find.
- We have a contact form on our site with a map or written directions (if appropriate)

We use a tracking phone number on our website to determine what calls are coming from where?

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

- An About Us page that tells about the company
- Services and products are easy to see on the home page
- different pages on the site for the different services and products we offer
- enough information to answer a customer questions
- informational articles on our area of expertise
- client testimonials that include a picture and a name
- Photos of our products
- A price list or prices of our products
- Photos of our personnel

Yes/No what are the gaps?

Email:

- We have a system in place to collect email addresses for clients and potential clients
- We have an email marketing service like Constant Contact or Icontact
- We produce a regular email newsletter for our customers and clients
- We keep track of the responses to our email mailing (opens, clicking on links, unsubscribes)
- We occasionally send special mailings to our email list such as special offers and alerts
- We have special email sequences that we use for events such as a new customer sequence?

Yes/No what are the gaps?

Online Advertising Methods

What online advertising methods does your business currently employ?

- Pay per click such as Google Adwords.
- Search Engine Optimisation – for high search rankings for our main keyword.

Yes/No What are the gaps?

Social Marketing

Check off which of these your business currently has.

- Facebook fan page
- Twitter account
- Linked in account
- You Tube
- Flickr

Yes/No What are the gaps?

- Our business is using these social marketing tools competently.
- Our business needs help learning how to use these social marketing tools.

Local Search

(See the more detailed questionnaire at the end if you wish to complete this)

Check off which search engines you've set up and claimed your local search listings on.

- Google
- Yahoo
- Bing

Yes/No What are the gaps?

Mobile Search

(See the more detailed questionnaire at the end if you wish to complete this)

Check off what you have set up.

- Mobile site
- Mobile landing page
- Mobile ads
- QR codes
- SMS

Yes/No what are the gaps?

Directories

Are you using online directors to market your business?

- Online Yellow Pages
- Other

Facebook Ads/banner advertising on other sites

Are you using Facebook ads?

Blogs

- We have a blog on our website.
- We have a separate blog such as Blogger or Wordpress.

Other Promotion

What other advertising methods are you using?

- Referral programme for existing customers
- Affiliate programme for related business referrals
- Direct mail
- Radio ads
- TV
- local magazines and newspapers
- Gumtree.com
- Other

Street Visibility and Signage

If physical location is important, our business has a sign that is easily visible from the street?

Press releases

- Our business uses press releases to make announcements
- Our business has a media kit for media enquiries we may receive

Budget

- Our business has an annual marketing budget.
- Our marketing budget is based on percentage of gross income

Average monthly spend for marketing and advertising currently?

Tracking

How do you measure the effectiveness of your marketing methods?

- I keep track of how a caller or new customer heard about us by them asking them and writing it down.
- I keep a spreadsheet of where a call or customer came from.
- Our staff are trained to ask where a customer found out about us, including how they got to our website.
- We have a system to separately track how our different marketing methods are working for getting new customers.

The above is meant to be a checklist and to make it easier, if you need some outside marketing assistance, to know what you are doing and where there are obvious gaps for further discussion.

Please write here anything you would like to say about your business and your objectives that may further help to understand what you do.