

Small Business Marketing Checklist

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WHAT IS THIS?

Marketing is an integral component of virtually every successful business. Over the course of the last few years, we have worked with and studied the top marketing experts in the world to identify the 30 most important marketing strategies that make companies successful.

We have separated these 30 strategies into 3 broad categories: Core Strategies, Technology Based Marketing Strategies and Traditional Marketing Strategies. The checklist below contains the list of all 30 areas.

HOW TO USE THIS?

This checklist is a comprehensive review of the overall marketing strategies small businesses use to grow their business. This checklist can be used as a quick assessment of your Current Marketing Quotient (CMQ). Please rate each area from 0 to 3. Put a “0” in if you are not doing anything. Place a “3” if you are doing it well. After you completed the paper, add up the total values. The highest score is 100.

Which ones are you doing?

CORE STRATEGIES

- Comprehensive Research & Analysis of Your Target Market _____
- Develop a USP (Unique Selling Proposition) & Mission Statement _____
- Written Marketing Plan with a Budget _____
- Company logo, brand Identity, tagline _____
- Product and Service Development _____
- Pricing Strategies (Discounts, coupons, specials, loss leaders, etc) _____
- Distribution Strategies _____
- Selling and Customer Conversion Strategy _____
- Customer Service Strategy _____
- Strategic Partners, Affiliations and Joint Ventures _____
- Measurement/ Metrics Strategy _____

TECHNOLOGY BASED MARKETING STRATEGIES

- Website Strategy _____
- E-Commerce Strategy _____
- Google and Search Engine Placement Strategy _____
- Social Media Strategy (Facebook, Twitter, LinkedIn, etc) _____
- Mobile and Cell Phone Marketing _____
- Content Marketing (Articles, MP3's, Free Reports, Videos, Etc) _____
- Email Newsletter Marketing _____
- Customer and Prospect Database Strategy (CRM) _____

TRADITIONAL MARKETING STRATEGIES

- Marketing Collateral (Stationary, Business Cards, Brochures) _____
 - Magazine/Newspaper Advertising _____
 - Direct Mail Strategy _____
 - Billboard Strategy _____
 - Radio and Local Cable Advertising _____
 - Creating a Print Newsletter _____
 - Tradeshows, Associations and Networking Groups _____
 - Personal Networking (Elevator Speech) _____
 - Publicity and Public Relations Strategy _____
 - Promotional Products Marketing Strategy _____
- Did you fill out this form honestly (Give Yourself 10 Points) _____
- TOTAL POINTS SCORED (ADD Up the Points Above) _____

Marketing is changing very quickly. With the speed of change, we know that marketing is getting more and more confusing. To help you develop and implement your own marketing plan, we have created a 1 year coaching and training program to assist you with your marketing efforts.

To get a complimentary marketing coaching call and get additional information on our 1 year program, fill out the form by going to: <http://www.selfgrowth.com/marketing.html>