



## Marketing Strategy Checklist

Have you developed a marketing strategy that is customer-focused?

*this assumes that you have a plan that meets your needs - but does it work for your customer?*

Have you developed specific practices to implement this strategy?

*do all the members of your team and departments know what they are? do they do them?*

Have you developed a marketing strategy that communicates the quality of your product or service?

*can you identify what makes your product or service better than similar products or services?*

Have you developed a marketing strategy that is focused on customer convenience?

*are there barriers to purchase? what are they and do you have a plan to eliminate them?*

Have you developed specific practices to implement this strategy?

*are all the members of your team and departments part of the solution or are they erecting barriers?*

Have you developed a marketing strategy that will generate innovations in your product or service over time?

*do you have a product or service that will be needed as is for all time? is there room for growth?*

Have you developed specific practices to implement this strategy?

*do all the members of your team and departments provide input and ideas? do you have processes for identifying opportunities and supporting growth?*



Have you developed a marketing strategy that is built on customer service?

*how do you support this? does everyone on the team understand the goals, objectives and process for implementing customer service policies and practices?*

Have you identified the channels of distribution you will use to get your product or service to your target customers?

Have you established a price that is reasonable to customers, profitable for your business, and creates or supports your image in the marketplace?

Have you determined which advertising media will be most effective in reaching your target audience? Does it provide the best ROI?

Have you identified the unique selling position that you will use to build advertising messages?

Does all planned or existing advertising answer the customer's question, "Why should I buy this product or service?"

*this should be clearly identified in your USP mentioned above. does everyone on the team know what your unique selling position is? how is it communicated internally?*

Two Initials is ready to help you formulate your marketing strategy or modify an existing strategy. Then we can help you implement all aspects of the plan or focus on specific areas. We can support your efforts as much as you need.

Call today for a free one hour discovery session.

972.567.2299