

Marketing Checklist

Contact name:	Company name:
Turnover:	Business sector:
Target audience:	

Research

Has the company carried out primary or secondary research? Yes No

Customer profiling

Has the company profiled its current customer base? Yes No

Has the company identified market size? Yes No

Does the company have an active in-house prospect database? Yes No

Website

Does the company have a website? Yes No

What is the website address? <http://www.>

Is the website up-to-date? Yes No

How frequently is the site updated? Weekly Monthly Quarterly Annually

Search Engine Optimisation (SEO)/on-line marketing

Has the company identified key words? Yes No

Is the website optimised? Yes No

Is monthly search marketing work carried out? Yes No

Does the company utilise the website to obtain contact details? Yes No

Does the company have a social marketing presence? (facebook, linkedin, twitter etc.) Yes No

Adwords

Are adwords/Pay Per Click set up? Yes No

Has the company reviewed the statistics? Yes No

What is the monthly budget? Yes No

Corporate literature

Does the company have up to date company literature? Yes No

Does the company have up to date sales literature? Yes No

PR

Does the company have a planned PR schedule? Yes No

Have all the relevant media outlets and publications been identified? Yes No

Are articles written in house? Yes No

What frequency are stories submitted? Weekly Monthly Quarterly Annually

Are stories added to the website/blog/social networking sites? Yes No

Advertising

Does the company have a planned Advertising schedule? Yes No

Have all the relevant media outlets and publications been identified? Yes No

Have the creative messages been reviewed? Yes No

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Exhibitions

- Has the company identified all relevant consumer exhibitions or trade shows? Yes No
- Has the company visited consumer/trade shows? Yes No

Direct mail

- Does the company have an up to date customer list? Yes No
- Has the company used the customer list to profile and purchase additional contacts? Yes No
- Has the company embarked on direct mail communication? Yes No

E-mail marketing

- Does the company have an up to date customer e-mail list? Yes No
- Has the company used the customer list to profile and purchase additional opt in e-mail contacts? Yes No
- Has the company embarked on a regular mail campaign? Yes No

Cross-selling

- Does the company have a strategy in place to cross-sell products to existing customers? Yes No
- Does the company have a strategy for up-selling products or services? Yes No
- Does the company have a strategy for vertical market expansion? Yes No

Networking

- Does the company visit industry networking events? Yes No

Budgets

- Does the company have a set marketing budget? Yes No
- Is the budget set in line with turnover? Yes No
- What percentage of turnover is the budget? _____%

Other information

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