

Evaluate Your Small Business Marketing

Do you:

1. Have a marketing plan?
2. Have a marketing budget?
3. Know exactly who your customers are? Your target customers?
4. Use your personal passions to market your business?
5. Focus on a particular market niche?
6. Understand and market to your client's specific needs?
7. Market solutions and benefits?
8. Have a clearly defined Value Positioning Statement?
9. Integrate this core marketing message into everything you do?
10. Assume prospects are aware of the range of services you offer?
11. Educate your clients about all the solutions you offer?
12. Take advantage of low cost marketing tactics?
13. Regularly stay-in-touch with your target market and existing clients?
14. Maintain an up-to-date customer database?
15. Lead your prospects to take action?
16. Make it easy for clients to do business with you by eliminating risk?
 - a. A buyer's biggest concern is how well your product or service will perform. Provide a guarantee and use testimonials!
17. Continually test new marketing ideas?