

Marketing Priority Review

In this first section we will review your current marketing activities and how well they're working. If you're a start-up or about to start-up you can ignore this first section and move on.

The idea is to keep the marketing that is working for you currently - we don't want to break what's working after all. The marketing channels that are not working as well as the others we'll look at improving or replacing with more effective strategies.

List all the marketing channels you're using.

Use a scrap of paper and list down all the various ways you currently market your business. Think about all the ways that people get to hear about your business - even the ones that may not be immediately come to mind.

Some of the common ways you market your business could be:

- Advertising in publications
- Signage/banners
- Radio advertising
- Television advertising
- Search Engines (do you appear high in search engines?)
- Pay Per Click advertising
- Business networking groups

For each of the types of marketing you've identified, answer the following questions on a scale of 1 to 10. Then add up the total - the highest scoring are the ones to keep and improve. The rest you can probably ditch for now as they're not working and can't be improved without a big investment from you.

This isn't meant to be scientific. For now I'm just looking for you to use your intuition - you know your business better than anyone else so trust your gut feelings. Don't be lead by emotion though. Just because you love that networking group you belong to doesn't mean that it generates return on investment, especially when you cost in your time!

Is this marketing working?

1 = Not working for us / 10 = Working great

Is there room for improvement?

1 = No, it's all good / 10 = Yes, loads of room for improvement

Could it generate more sales?

1 = No, it's not likely to generate more sales / 10 = Yes, if we applied more effort we could generate more sales

How affordable is this marketing? 1 = Not affordable / 10 = very affordable

<p>E.g. Social Media</p> <p>Is this marketing working?</p> <p>Is there room for improvement?</p> <p>Could it generate more sales?</p> <p>How affordable is this marketing? _____/40</p>	<p>E.g. Networking</p> <p>Is this marketing working?</p> <p>Is there room for improvement?</p> <p>Could it generate more sales?</p> <p>How affordable is this marketing? _____/40</p>
<p>E.g. Customer Referrals</p> <p>Is this marketing working?</p> <p>Is there room for improvement?</p> <p>Could it generate more sales?</p> <p>How affordable is this marketing? _____/40</p>	<p>E.g. Cold Emailing</p> <p>Is this marketing working?</p> <p>Is there room for improvement?</p> <p>Could it generate more sales?</p> <p>How affordable is this marketing? _____/40</p>
<p>E.g. Telemarketing</p> <p>Is this marketing working?</p> <p>Is there room for improvement?</p> <p>Could it generate more sales?</p> <p>How affordable is this marketing? _____/40</p>	<p>E.g. Advertising</p> <p>Is this marketing working?</p> <p>Is there room for improvement?</p> <p>Could it generate more sales?</p> <p>How affordable is this marketing? _____/40</p>
<p>E.g. Search Engine Optimisation</p> <p>Is this marketing working?</p> <p>Is there room for improvement?</p> <p>Could it generate more sales?</p> <p>How affordable is this marketing? _____/40</p>	<p>Is this marketing working?</p> <p>Is there room for improvement?</p> <p>Could it generate more sales?</p> <p>How affordable is this marketing? _____/40</p>
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