Form 5

Marketing Tactics Checklist

1. Don’t prejudge – select all options viable for you.
2. As to all viable options for your, suggest you score them on 1-5 scale for the following:

|  |  |  |
| --- | --- | --- |
|  | How many ideal clients will see, touch, interact with this? | \_\_\_\_\_\_ |
|  | Ability of this tactic to communicate your message of competitive difference. | \_\_\_\_\_\_ |
|  | How significantly will this contribute to the buy decision? | \_\_\_\_\_\_ |
|  | Time to return: How long will it reasonably take to realize revenue? | \_\_\_\_\_\_ |
|  | Skill required to execute well. | \_\_\_\_\_\_ |
|  | Cost | \_\_\_\_\_\_ |
| * Website
* Content
* SEO
 |
| * Stimulate referrals from clients/past clients
* Stimulate referrals from staff
* Stimulate referrals from influentials
* Stimulate referrals from prior inquiries/non-purchasers
* Educate clients as to all you do
* Referral source analysis
* Newsletter – email
* Newsletter – printed and mailed
 |
| * Client file analysis/rate A-E
* Personas
* ID clients you do not want
* Client feedback survey
* Client interviews
 |
| * Competitor analysis
 |
| * Landing pages
* Hub pages
* Blogging/content
* White papers
* eBooks/reports
* Webinars
* Case studies
* Guest posts
 |
| * Reviews
 |
| * PPC – Adwords, Facebook, Bing, others
* Paid social media ads
* Retargeting
 |
| * Social media options – Facebook, Twitter, Instagram, Pinterest, Linkedjn
* Google My Business
 |
| * Mobile
* Mobile SMS/text ads
* Mobile in-app ads or push notifications
 |
| * Geolocation
* Geofencing
 |
| * Email – cold blasts
* Email – autoresponder sequence
 |
| * Speak
* Hold seminars
* Hold lunch and learns
* Executive briefings
* Record speeches/presentations for rebroadcast
 |
| * Publish a book/become an author
* Write articles for publication
* Repurpose writings and recordings
* Turn one piece of content into 10
* Write a column
* Be recognized as an expert
* Create a course/mini-course
 |
| * Create/manage a functional marketing database
 |
| * TV-broadcast
* TV- Cable
* Radio
* OTT/Over-the-top media
* Streaming audio/podcasting
* Video
 |
| * Direct mail formats
* Cooperative mailers
* Coupon books
* Local council on aging/Church bulletins
* Native/sponsored advertising
* Sponsored content
 |
| * Graphic Design
* Logo
 |
| * Advertising
* Newspapers
* Magazines-business, lifestyle, local
* Classified ads
* Display ads
 |
| * Events
* Community events
* Sponsor community events
* Tradeshows
* Conferences
* Sponsorships
 |
| * Partnerships
* Joint ventures
* Affiliations
* Associations and clubs
* Networking
 |
| * Sales training
* Hire a marketing coach
* Get advice from an expert
 |
| * Public relations
* Press releases
 |
| * Directories – online
* Directories – offline
 |
| * New telephone intake procedures
* Improve quote process/interaction
* Improve initial consult/interaction process
* New fee structures
* Free consults
 |
| * Brochure
* Catalogs
* Sidewalk sign spinners
* Flyers
* Door hangers
* Business cards
* Technology/software tools
* Banners
* Outdoor/out of home
* Signage
* Movie theatre ads
* On hold marketing
* Focus groups
* Bulletin boards: communities online
* Cold calling
 |