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 | | | |