

HOW DOES YOUR MARKETING LOOK?

Take this self-assessment to determine how well your marketing is working for you. If you check YES for all categories, that is stellar! If you checked NO more often than not, isolate the areas you can improve on and make a plan!

Keep in mind, one size does not fit all. Use this as a baseline guide and don't be discouraged if you have better forms of marketing at your disposal!

YOUR MARKETING FOUNDATION		YES	NO	WORKING ON IT
Brand/Logo	Is it cohesive? Modern? Does it capture your intended audience? Bonus points if you have a style sheet to follow!			
Website	Does it look good? Is it organized? Do you have appropriate Calls to Action?			
Biz cards, Brochures	Are they in line with your brand? Are they cohesive/do they all match each other?			
Facebook or Instagram Page (LinkedIn if you are a professional)	Do you have at least one of these? Is it completely filled out and maximized?			

YOUR MARKETING PROMOTION		YES	NO	WORKING ON IT
Email Marketing	Are you sending emails to your list at least once a month?			
Blog	Do you have one, and are you consistently posting?			
Social Posts	Are you consistently posting and engaging with your audience?			
Online or Offline Ads	Do you have a library of images and content to use for your ads?			
Local marketing/ Networking	Are you doing any? How are people around you finding out about you? Don't say social media!			
Referrals	Are you collecting testimonials from your clients or reviews? Are people referring you?			
Industry-Specific Forums	Are there places where your competitors are and you are not?			