

Marketing Review

In today's economy, it pays to make every marketing communication count.

This simple audit is designed to help you identify your most pressing marketing challenges, find ways to solve existing problems, communicate with target markets more effectively, and get better results from every dollar spent on advertising and promotion.

Use This List to Identify Your Areas of Need

Check **all** items that apply or concern you:

- Creating a brand identity
- Keeping your company in front of your customers and on their minds.
- Creating a marketing or advertising plan
- Planning and implementing a direct mail campaign or program
- Implementing an e-mail marketing campaign
- Generating more response from your print advertising
- Improving overall effectiveness and persuasiveness of print ads
- Designing, writing, and producing a newsletter
- Creating an effective company or capabilities brochure
- Producing point of sale material, a white paper, or a special report to promote your company or product
- Improving your web site copy and making it serve an effective role in your overall brand identity
- Generating low-cost but qualified leads using postcards
- Getting reviews and critiques of existing or in-progress copy of ads, mailings, brochures
- Other... List Below
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Please provide a rough indication of the budget you will be able to commit to your new marketing campaign.

- \$1,500 - 2,000
- \$2,000 - \$5,000
- \$5,000 - \$10,000
- Other - \$_____
- Monthly Quarterly Annually

Product Information Sheet

To be able to write effective copy we need to get to know you and your product.
This sheet will give us some basic information that will help us get started.

Client name:

Product name:

Product description:

Target buyers/clients:

Buyer education (jargon and concepts that need explaining):

Features and benefits:

Features distinguishing this product from the competition:

Disadvantages. Possible target audience objections we will address and overcome:

Things that should be included:

Specific information that must be included: