

## 2011-12 Marketing Check-Up from Tailor-Made Advertising

Fill out this form and use it as an outline for your marketing plan. Set marketing goals and see if you can meet them. For time challenged managers, call us to help you achieve your goals.



### Section 1: Sales Goals

Fill in your sales for 2011 year-to-date \_\_\_\_\_

Fill in your total sales for 2010 \_\_\_\_\_

What is your target sales goal for 2012?

Are you on track to achieve it? Yes  No

### Section 2: Marketing Costs

What did you spend on marketing in 2010? \_\_\_\_\_

Calculate the amount you've spent on advertising and marketing this year. Don't forget to include all media, postage, yellow pages, online ads, your employees' and your time.

How much do you expect to spend on marketing by the end of 2011? \_\_\_\_\_

What is your projected 2012 Marketing budget? \_\_\_\_\_

Are these numbers above or below your industry's average? \_\_\_\_\_

If you track your advertising and marketing efforts, how many new leads were generated by each investment? (Be as specific as you can.)

Advertising Venue	Average Cost	# Of Leads

### Section 3: Define Your Advertising Goals

Who is your target market? Describe your ideal customers as best as you can.

Where does your product sell best, (geographically, online, which stores?)

Who is your competition?

What is your advantage over the competition?

How are you planning on getting more market share in 2012?

#### **Section 4: Implementing Your Advertising Program**

Have you considered, or already implemented, any of the following marketing efforts? Enter the date you started or the date you'd like to start.

<b>Item</b>	<b>Date</b>
Email marketing	
Paid online search	
Online banner ads	
Blog that you regularly post	
VIP program rewarding past or existing customers	
Event marketing	
Committed to a social media program	
LinkedIn	
Facebook	
Twitter	
YouTube	
Other social media platforms	
New logo or ad design	
Marketing with companies targeting a similar customer	
Print ads	
Radio ads	
TV/Video	
Targeted direct mail	
Customer satisfaction survey/Market Research	
Other	

*Need help evaluating or implementing your marketing goals? Contact us at (310) 791-6300 or [liz@adteamLA.com](mailto:liz@adteamLA.com). Since 1988, we've been helping businesses maximize their marketing efforts. We can help you plan and expedite your next steps within budget!*