



MARKETING Checklist

HOW MANY OF THESE QUESTIONS ARE YOU **ACTUALLY** CONSIDERING WHEN WRITING YOUR **MARKETING PLAN**?

- Who is your target audience?
- What are their problems or pains?
- Why is this what they need to read, see, or hear?
- Does the subject line get their attention?
- Does the first sentence draw them in further?
- Does the message address their pain in a simple, easy-to-understand way?
- Are you saying the most that you can with the least amount of words?
- Will they understand what you're saying?
- Are you presenting a simple, strong solution?
- Do you have a strong enough message that urges readers to take action?
- What is the one thing you learned from creating this marketing piece?
- What action will be taken as a result of what you've learned?
- How do you track the success of your campaign?

Some quick tips to consider...

Keep it simple and unexpected. Make it concrete, credible and include a story with emotion. Keep them interested in what you have to say and as always, **don't hesitate to call us to review your checklist with you.**

-  Marketing
-  Direct Mail
-  Fulfillment
-  Print
-  Event Support
-  Promo Products