

Review: Marketing your business this year

1. Describe your business in eight words or less:
2. How do you market your business (eg. website, blog, social media, radio, networking, newspaper etc)?
3. When was the last time you reviewed your marketing?
4. How do you know your marketing is successful? What do you use to measure these results?
5. Who is your ideal customer and why do you enjoy doing business with them?
6. Does your ideal customer understand what you can do for them when they land on your website home page?
7. What can your business do that no one else can? What makes your business different to the competitor?
8. What strengths does your marketing provide?
9. What weaknesses are apparent?
10. List two areas of your current marketing that you would like to focus on / begin to make a change to this month:
11. If someone had a bumper sticker on the back of their car for your business what would it say: