

Your Marketing Vehicle Checklist



Category Section

Prioritizing Section

Item	6 Pt Model	Curently Using			Used in Past			Should be using	Could be using	NA
		✓	X	?	✓	X	?			
Internal										
Business Cards	L C S									
Rack Cards	S A									
Booklets	L C A S									
Flyers	L C A S									
Showroom Merchandising	S									
Counter POS	S C									
Vehicle	L S									
Building Signage	L S									
Referral System	L A									

Skill Level	Time Req	Potential Results	Budget	Total
1 - 3	1 - 3	1 - 3	1 - 3	4 - 12

= good results
 = poor results
 = don't know

Digital										
Active Website SEO	L									
Google Adwords	L									
Youtube	L									
Email marketing	L C S									
Email Database management	L S									
Online Directory Listings	L									
Social Media	L C A S									
Social Media paid advertising	L									
Other paid advertising	L									

= good results
 = poor results
 = don't know

Traditional - offline										
Directories	L A									
Direct Mail	L A									
Newspaper Ads	L									
Magazine Ads	L									
Sponsorships	L C A									
Television	L									
Radio	L									
Trade Journal Ads	L									
Press Releases	L A S									
Telemarketing	L A									
Structured Strategic Alliance	L A S									
Seminars / Events	L A S									
Proactive Referral System										

= good results
 = poor results
 = don't know