~ **The Marketing Compass Master Checklist** ~

~ **P E R S O N A L** ~

1. Motivated?
2. Organised? (Build systems. Organise your filing. Keep all of your contacts in one place. Follow processes).
3. Compelling future?

~ **M A R K E T I N G P L A N** ~

1. Up-to-date?
2. Strategic thinking?
3. Competitive analysis?
4. Customer research? (Within the last year?)
5. Buying triggers? (i.e. what are the precise circumstances which trigger a sale?)
6. Clearly defined customer needs?
7. Market segmentation?
8. Customer focused?
9. Clear positioning?
10. Differentiation?
11. Profiles of ideal customers?
12. Product quality?
13. New Product Development (NPD)?
14. Productised services?
15. Benefits lists?
16. Pricing - reviewed?
17. Place (geographical footprint) decided?

~ **P A C K A G E D K N O W L E D G E** ~

1. List of professional knowledge created and 20%+ selected for sharing?
2. Guide to choosing your type of product / service?

~ **B R A N D I N G** ~

1. Written list of values? (The foundation of your brand)
2. Clear brand identity?
3. Professional logo?
4. Colours chosen and used consistently?
5. Typeface?
6. Strapline?
7. Key messages?

~ **T A R G E T S** ~

1. Breakeven point - monthly?
2. Growth target set - annual turnover?
3. Growth target - monthly?
4. Number of sales enquiries required?

~ **C R M** ~

1. CRM: chosen?
2. CRM: deployed?
3. 3000+ contacts?
4. In use every day?
5. Hot leads: one click?

~ **T E L E P H O N E** ~

1. Telephone answering service?

~ **P R O M O T I O N A L M I X S C H E D U L E** ~

1. Promotional mix schedule for the year ahead?
2. Up to date?

~ **I M A G E S** ~

1. Up-to-date photographs of spokespersons?
2. Photographs of the product / service in use?

~ **W E B S I T E** ~

1. Content Management System (WordPress, for example)?
2. 10 pages (or more) of content, 300 words per page?
3. 3K+ content?
4. Telephone number and ‘email us’ on every page?

~ **E M A I L** ~

1. Business email address set up?

~ **B L O G G I N G** ~

1. Blogging within your website?
2. Sharing your blog via social media?
3. Registered with NetworkedBlogs?

~ **S E O** ~(Search Engine Optimisation)

1. Alphabetical list of keywords?
2. Researched via Google Keyword Tool?
3. Unique Title tag for each page?
4. Unique Description tag for each page?
5. Alt tags in place for images?
6. Headlines using keyword phrases and wrapped in H1 tags?
7. Anchor text links?
8. 10+ quality in-bound links from relevant websites?
9. Website stats checked at least monthly? (i.e. via Google Analytics)

~ **N E W S L E T T E R** ~

1. Software chosen? (i.e. MailChimp)
2. Everything setup?
3. Monthly newsletter?
4. Sign up form on every page, including offer of a free guide?
5. ‘Free guide’ promotional copy within your email signature?

~ **A R T I C L E S** ~

1. Topics chosen?
2. Case studies?
3. Next article in progress?

~ **SOCIAL MEDIA** ~

1. LinkedIn profile updated?
2. LinkedIn 500+ connections?
3. Twitter account active?
4. Twitter, 1K+ Followers?
5. Facebook for business page set up?
6. Google+ account active?
7. YouTube channel set up?
8. URL shortener used consistently? (i.e. goo.gl)

~ **A D V E R T I S I N G** ~

1. Google AdWords?

~ **P R I N T E D M A T T E R ~**

1. Business cards - good quality stock?
2. Business cards - attraction ideas on reverse?
3. Customer education postcards?
4. Leaflet - printed and PDF versions?

~ **A L L I A N C E M A R K E T I N G P A R T N E R S** ~

1. Chosen?
2. Active?

~ **A U T H O R S H I P ~**

1. Next book in progress?

~ **N E T W O R K I N G** ~

1. Networking groups selected?
2. Networking pitch?

~ **T A L K S** ~

1. Public speaking page on your website?
2. List of topics, testimonials, photos, show reel?
3. Speaking engagements in your diary?
4. In-house talks arranged?

~ **E V E N T S** ~

1. Events schedule for the year ahead?
2. Seminar programme?
3. Attendance at exhibitions / conferences?

~ **M E D I A R E L A T I O N S** ~

1. Media list up to date?
2. Press release schedule?
3. Media interviews scheduled?

~ **P R O F E S S I O N A L S E L L I N G ~**

1. Sales training - recent?
2. Closing ratio calculated?
3. Sales mentor?
4. Sales presentation materials up-to-date?
5. Follow ups, diarised?
6. 10+ sales meetings scheduled?
7. Sales enquiry response times?
8. Sales pipeline?
9. Closing ability?

~ **T E L E M A R K E T I N G** ~

1. Fear overcome?
2. Reasons to call?
3. Opening gambits / script prepared and practised?
4. Telemarketing sessions diarised?
5. CRM integrated into the process?

~ **R E F E R R A L S** ~

1. Giving a flow of referrals?
2. Consistently asking for referrals?

~ **W O R D O F M O U T H** ~

1. Story creation?
2. Customer service and support?

~ **S O C I A L P R O O F** ~

1. Testimonials displayed within website?
2. Case studies, available as PDFs?

~ **I N T E G R A T I O N** ~

1. Is your marketing integrated?

~ **M E A S U R E M E N T** ~

1. Asking how they found you?
2. Recording this information within your CRM?