



# marketing review

SUBMIT BY EMAIL

Ask yourself these questions:

Do you have a marketing strategy in place and is it current?

Have you researched your market recently and do you know how well you are positioned?

Do you have a customer profile? Are you aware of their current needs and habits?

Do you know what products and services your competitors are currently offering?

Does your corporate identity complement your branding and positioning?

Are you using the right visuals, language and tone to match your target market?

Is your marketing message clear and coherent? Is it used consistently across all material?

Do you track the effectiveness of your marketing?

Is your point of difference still unique or do you need to revise your strategy?

Is your marketing activity spread across a number of key markets?

Is your marketing activity synchronised with industry or consumer events?

Do you have a range of marketing material to suit different markets and media?

Do you conduct regular marketing reviews? Have you done one recently?

YES

NO

UNSURE

## HOW DID YOU RATE?

If you have more ticks in the No or Unsure boxes than the Yes boxes - you need our services.

Please fill in your details below and email using the SUBMIT button above or save as a file on your desktop and send it to [neil@nouveaudeSIGN.com.au](mailto:neil@nouveaudeSIGN.com.au) as an attachment. Otherwise, please call Neil or Susan on 02 9799 6754 during business hours.

Your Name

Business Name

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