



# promotional material review

SUBMIT BY EMAIL

Ask yourself these questions:

Do you have a marketing strategy and does it target the needs of your current customer profile?

YES

NO

UNSURE

Do you have up-to-date promotional material to support this marketing strategy?

Is your branding and corporate identity on this material consistent with your other marketing?

Is the marketing message clean and simple?  
Is there a strong call to action?

Did you use a professional copywriter? Did they use language your target market can understand?

Are your images professionally photographed and will they inspire your customers?

Do your promotional items look like they are all part of an integrated, ongoing campaign?

Have you considered using other promotional items to generate interest in your business?

Have you ever given away something free as part of a promotional campaign?

Do you follow up promotional campaigns with customer feedback or loyalty programmes?

Have you compared your promotional material to your competitors? Do you stand out more?

Could you promote your business in areas not covered by your competitors?

Is the content in your promotional material consistent with your website?

## 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@nouveaudeign.com.au](mailto:neil@nouveaudeign.com.au) as an attachment. Otherwise, please call Neil or Susan on 02 9799 6754 during business hours.

Your Name

Business Name

Email Address

Phone Number

Mobile

PROMOTIONAL  
MATERIAL  
REVIEW  
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◆  
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