

# MARKETING EVALUATION PLAN

## ABOUT YOUR BUSINESS

Business Name	
Business Contact/Title/Email or Phone	
Description	
Years in Business	
Most Popular Products/Services	
Busiest Time of Year	
Slowest Time of Year	
Unique Selling Proposition	

## CURRENT MARKETING EFFORTS

What's Working?	
What's Not Working?	

## MARKETING GOALS

1.	
2.	
3.	

## MARKETING BUDGET

\$XXXXX per month
\$XXXX per year
\$XXXX target cost to acquire new customer

## TARGET AUDIENCE

Age Range		Household Income		Marital Status	
Gender				Drive Time to Location	
Occupation		Education		Mile Radius Around Store	
Geography/ZIP Codes					

## MARKETING CHANNELS

TRADITIONAL	DIGITAL MARKETING	DIRECT MAIL
Radio <input type="checkbox"/>	Online Business Directory Listings <input type="checkbox"/>	Flyers <input type="checkbox"/>
Broadcast/Cable TV <input type="checkbox"/>	Website/SEO <input type="checkbox"/>	Postcards <input type="checkbox"/>
Billboards <input type="checkbox"/>	Search Engine Marketing <input type="checkbox"/>	Shared Mailers (Valpak/Valassis) <input type="checkbox"/>
Other Outdoor <input type="checkbox"/>	Display/Banner Advertising <input type="checkbox"/>	Magazines <input type="checkbox"/>
Events/Sponsorships <input type="checkbox"/>	Social Media Pages (Facebook, Twitter, Instagram) <input type="checkbox"/>	Newspapers <input type="checkbox"/>
	Social Media Paid Ads <input type="checkbox"/>	
	Email Marketing <input type="checkbox"/>	

Overwhelmed? Bedford Street Marketing can help you narrow it down to the channels that make the most sense for your business.

## COMPETITION – What offers and Channels are they Running?

Company Name	

## MARKETING OPPORTUNITIES – How much can you afford to discount a first time purchase?

Holidays	
Promotions/Sales	
Special Events	

## HOW WILL YOU MEASURE MARKETING SUCCESS?

_____ % lift in sales
_____ coupons redeemed
_____ % return on advertising spend

Experience the #BedfordStreetDifference. Email us at [Paul@bedfordstmarketing.com](mailto:Paul@bedfordstmarketing.com) for a free review of your marketing plan.