

The Power Marketing Self-Test

Thank you so much for downloading the "Power Marketing Self-Test"! That shows that you are serious about taking your business to the next level.

Before you dive in with both feet, you need to take inventory of your current marketing efforts. Don't worry, there are no right or wrong answers to this test, it's just information about your business- and the more you have, the better prepared you will be when it comes to planning and executing a Power Marketing campaign.

Now, you may not have answers to all the questions in the following test. Don't worry. Simply providing any answers you will help lay the foundation for a new way of thinking. Creating a marketing plan is like building a house: A good contractor would never build a house on unstable ground or without pouring the concrete first. So, grab a good cup of coffee and a pen and notepad. Turn off your devices, put some relaxing music on, then sit back and close your eyes for a few seconds before we begin. All right, here we go….

1- What does your current marketing efforts consist of (i.e., postcards, Facebook/Google ads, e-mail campaigns, phone books, website, referral programs, TV, radio, etc.)

2- Do you have a way of tracking the results of your current programs? What is it?

3- Do you consistently develop a list of goals before you begin a new campaign? How do you do it?

4- How do you measure their effectiveness?

5- What have you tried in the past that didn't attain the desired results? Why?

6- What programs in the past exceeded your desired expectations? Why?

7- Do you have a plan for your upcoming marketing programs? What are they?

8- Have you identified the goals and objectives for those programs? What are they?





