

# Taurus Marketing Checklist

If you're not sure where to start, we've listed some questions to help direct your marketing journey

## Needs Analysis

- What is top of mind for you right now?
- What do you believe you need at this stage?
- How do you think your company could be better marketed?
- What are the threats, strengths, weaknesses, opportunities?
- Where are you at now?

## Products & Services

- What are you 'really' selling?
- What are your customers 'really' buying?
- What do you believe you're offering clients/USP?
- What emotions are you fulfilling or problems are you solving?

## Define your Target market/ Audience/Buyer Personas

- Who are your Customers?
- Do your clients have similar characteristics?
- Have you created buyer personas?
- Who are the primary & secondary decision makers you sell to?
- Do you dominate any vertical markets/industries?
- Have you undertaken any research or market research on what customers think of your product/services?

## Business/Sales Objectives

- What are the business objectives?
- What are the sales objectives?
- What are your immediate business priorities?
- What does success look like to you?

## Database/CRM/Marketing Automation Tools

- How is your database held, which software?
- How often are you contacting it?
- Is it being cleaned & kept up to date?
- Do you have growth KPI's? Are you meeting them?

## Customer Experience

- Do you have a dedicated Customer Service or Experience Team or Manager?
- What are their initiatives/challenges?
- What is the customer touch point program & how does it look?

## Competition

- Who do you lose business to?
- Can you name any competitors?
- Who is your nearest competitor & why?
- Are you tracking their marketing or business direction?

## The Sales Process

- How do you sell/get new business, what brings in leads?
- Are you measuring sales performance?
- Do you know why you win & why you lose?

## Marketing

- Have you undertaken any marketing programs/initiatives before? If so, What? When?
- What worked? What didn't?
- Do you have a formal content program?
- What collateral exists & which do you use most?
- Do you have client testimonials or case studies? Are there any specific examples that stand out?

## Content is King

- Do you have a structured, formal content plan?
- How often are you blogging?
- Are you posting on social media everyday?

## Website

- What is your website strategy for continual updates
- Is it relevant in the new normal?
- Does it reflect the appropriate voice at this time?

## PR

- In regard to media:
  - What do you read?
  - What do your customers read?
  - What do your partners read?
- If you were to see your company in the press, where would it be? E.g. what is your PR 'Golden Egg'?
- Do you have a PR/ Media kit? (Bio's, Professional photos?)
- What would your ideal headline be?

## Deadlines

- What timelines are you working too?
- When do you need to do what, by when?

## Budget

- What budget do you have to work with for marketing?
- What can you comfortably afford?

If you looked at each of these questions & filled our checklist out you may have gained some clarity on what to do next.

**If not, call us & we will talk you through the options!**



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