

<b>FREE BUSINESS MARKETING SELF EVALUATION</b>							
<i>General</i>						Yes	No
1	I have an existing marketing plan in place for my business.						
2	I have at least one person responsible for managing marketing.						
3	Our staff is familiar with how we market our company's products and services						
<i>Market Research</i>							
4	I know who my target market is and I have a full written description of this market.						
5	I've narrowed down who in my target market is my most likely customer. (age, sex, income level, location).						
6	I've estimated the number of customers in my target market who could potentially buy from me.						
7	I know who my closest 3 competitors are, what services they offer & what their prices are.						
8	I've done a price comparison between my business and my closest competitor and have made notes on why someone would choose us over them and why someone might choose them over us.						
9	I am aware of what income my business is capable of producing at the level it is currently at right now.						
10	I subscribe to a feed, newsletter or trade journal for my industry so that I stay current on what is happening within the industry.						
<i>Website</i>							
11	We have one and the address is:						
12	We have more than one website and the other addresses are:						
13	I have a keyword list for my business and check it regularly to keep it updated.						
14	The information on our site is current and updated regularly.						
15	Our website is easy to navigate and visitors can find the most important information from the home page.						
16	Our website collects visito information through a newsletter or special sign up offer.						
17	We have an automatic email message-autoresponder-that is sent out when someone subscribes						
18	Our phone number and address is listed on the home page and is easy to find.						
19	We have a contact page on our site with a map or written directions. (if appropriate)						
20	We use a tracking number on our website to determine what calls are coming from it.						
<i>The website answers the following questions:</i>							
21	An "About Us" page or something that tells the Company's or our story.						
22	Services and Products we offer are easy to see on the Home Page.						
23	Different pages on the site give more information about the products and services we offer.						

24	Is there enough information to answer a customers questions, perhaps a frequently asked questions section.		
25	The site has several infomational articles on our area of expertise.		
26	Client testimonials are posted, with a picture and a name.		
27	The site has clear, attractive photos (not taken with a phone or ipad) of our products.		
28	The site has a price list, prices with the products or menu.(restaurant)		
29	Photos of our personnel.		
<i>Email</i>			
30	We have a system im place to collect email addresses for clients and potential clients.		
31	We use a "spam protection" email marketing service.		
32	We produce regular eamil newsletters for our customers and clients.		
33	We keep track of the reponses to our email mailings to our email list (opens, cliccking on links, unsubscribe rates)		
34	We occaisionally send out special mailings such as one time offer postcards or alerts.		
35	We have email sequences that we use for events such as welcoming a new customer, a list of tips and hints, etc.		
<i>Online Advertising Methods</i>			
	What online advertising method does your business currently employ?		
36	Pay Per Click such as Google Adwords.		
37	Search Engine Optimization - a variety of links, keywords and tags that are optimized to help customers find us using our most important offerings.		
<i>Blogs</i>			
38	We have a blog on our website or our website is a blog		
39	We have a separate blog such as Blogger or Wordpress.		
<i>Social Media Marketing</i>			
40	Facebook Like Page (Fan Page).		
41	G+ account		
42	Twitter account.		
43	LinkedIn account (Business to Business).		
44	Pinterest		
45	Youtube Channel (where you can show product demos and such).		
46	Our business is using these social marketing tools competently.		

47	Our business need help learning how to use these social marketing tools.						
48	I ask for reviews						
<i>Local Search</i>							
49	Google.						
50	Yahoo.						
51	Bing.						
52	Site optimized for mobile users.						
53	Mobile landing page.						
54	Mobile Ads.						
55	QR codes.						
56	SMS						
<i>Directories</i>							
57	Online Yellow Pages						
58	Online Weblocal						
59	Online Infotel						
60	Online Profile Canada						
61	411						
62	Online Canpages						
<i>Facebook &amp; G+ Ads</i>							
63	Are you using Facebook Ads?						
<i>Other Promotions</i>							
64	Referral program for existing customers.						
65	Affiliate program for related business referrals.						
66	Email Newsletter						
67	Radio ads.						
68	Coupon promotions.						
69	Newspapers.						
70	Craig's List / Kijiji / Castanet						
<i>Street Visibility and Signage</i>							
71	(if physical location is important) Our business has a sign that is easily visible from the street.						
<i>Media Kits</i>							
72	Our business has an online, email ready & printed media kit for media inquiries we might receive.						

<i>Budget</i>							
73	I have an annual marketing budget.						
74	Our marketing budget is based on a percentage of our gross revenue.						
75	I know my average monthly spending for current marketing and advertising.						
<i>Tracking</i>							
76	I keep track of how a caller or new customer heard about us by asking them and writing it down.						
77	I keep a spreadsheet tally of where calls and customers come from.						
78	Our staff is trained to ask where a customer found out about us, or how they got to our website.						
79	We have a system to separately track how our different marketing methods are working for getting new customers.						