


SITUATION SURVEY DO YOU HAVE MARKETING IN PLACE?


Technology has changed the face of sales and marketing forever – some would say for the worse. But for companies who learn how to master the art of selling in the digital age, the balance is an economical and successful one.


The big question is if you've married the tools at your disposal (many of them free of cost) with the types practice that serves your company's industry best.


Take this survey to check how strong your current marketing practices (or lack there of) are. Answer: Y for Yes, N for No and H for HELP! If you do some things, but not others on a particular question, check multiple boxes as needed – score the lowest box checked in those instances.


Y **N** **H**


 We have a defined brand identity in place that sets us apart from our competition.


 Reputation management is a priority and there is marketing presence on the company's crisis management team.


 We value earned, owned and paid media and use it whenever and wherever appropriately applicable to our industry and business goals.

 We consistently use/apply at least two of the following marketing tools: content publishing, email marketing, videos, advertising, search.

 We understand the value of social media and use it on a daily basis.

 Our website includes access point(s) to request contact with our sales/service personnel, educational information and client testimonials or reviews.

 We have a LinkedIn Company Page and post to it frequently.

 We have open communication with our sales department and provide them with multi media training as it relates to brand and lead generation.

How well did you do? If you checked two or more N's or H's, your current marketing strategies should be reviewed, updated and/or enlarged.

SCHEDULE A CALL FOR HELP

