

SBA LEARNING CENTER

U.S. Small Business Administration

Checklist for Marketing 101: A Guide to Winning Customers

Action Item	Purpose	Completion Date	Yes	No
Target Market Research				
Identify my existing and potential customers by separating into demographic categories such as gender, age, income, education levels, location, beliefs, spending habits, etc.	Determines what segment is best for the offerings of my business.			
Profile my customer with my product in mind.	Identifies exactly for who my product is geared and whether my product/service actually fits a definable segment or segments of the market.			
Position my business saying the right things about my product to the right people in a way they understand.	Personalizes my target market and helps me create effective messaging.			
Ensure my product alleviates customer's pain points.	Guarantees I am offering the types of products and services customers need and want.			
Leverage a variety of tools and resources to research my target market: <ul style="list-style-type: none"> ✓ Census and Labor Department Publications ✓ Competition ✓ Customer Surveys ✓ Economic Development Organizations ✓ Internet ✓ Maps ✓ Trade Groups 	Ensures a complete target market research approach.			

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Marketing Plan				
Incorporate the following components into my marketing plan:	Ensures I will write a comprehensive marketing plan.			
Identify my target markets.				
Define my products and services.				
Outline my pricing strategy.				
Describe the product location and distribution.				
Develop my promotional strategy.				
Review my competition.				
Identify my business's competitive advantage.				
Prepare my marketing budget.				
Review SBA marketing plan templates and examples.	Provides proven models by which I can pattern my marketing plan.			
Marketing Strategies				
Develop surveys and questionnaires.	Increases awareness of my customer's opinions and requirements.			
Give freebies and coupons.	Attracts perspective customers.			
Offer free seminars or demonstrations.	Introduces my business, products, and services to potential customers.			
Use effective signs in well-traveled areas.	Grabs customer's attentions.			
Study and know my competition.	Keeps me focused and attuned to my competition.			
Create a website.	Gives my business a global footprint.			
Start a blog.	Exposes my business to a broad customer base.			
Incorporate Social Media.	Creates strong business presence and branding for an inexpensive cost.			
Combine a variety of marketing strategies.	Ensures a blended marketing solution to optimize my campaign.			

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Measure Marketing Performance				
Incorporate metrics to measure the performance level of my marketing strategies or hire someone to help me.	Allows me to modify my marketing strategies accordingly.			
Use web analytic features to measure website traffic or hire someone to help me.	Optimizes website data for precise marketing performance feedback.			
Make adjustments to existing social media marketing campaigns, based on results of web analytics and metrics.	Increases social media marketing campaign Return on Investment (ROI).			