



# Marketing Check

// The perception your customers have about your business is directly related to your profitability. World's most famous brands are the most profitable. Perception is Reality! // – Gene Stark

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Company: \_\_\_\_\_

Position: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_



# The Marketing Check

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## Benefit

A comprehensive analysis of your marketing communication efforts, the **The Marketing Network Check** provides you with a clear direction of how your business can increase the return on your marketing investment – an investment into the perceptions and hence the reality that your customers and prospects have about your product and service.

## Guarantee

**The Marketing Network Check** is guaranteed to deliver at least one cost effective way that your business can increase sales or decrease costs. Specifically you will receive practical advice on how to improve:

- 1. Communication Efficiency**  
How to better reach your consumers with your message
- 2. Communication Effectiveness**  
How to improve the consumers understanding and retention of your message



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## Company Name

### 1. What is the name of the business?

Does your name break the rules? In a cluttered marketing environment, names that just fit in with the rest are lost and very easy to ignore. Your name must stand apart from the competition. Will your name cause your competitors to grimace? A registered brand name is something they can never take away from you, so it must be powerful enough to make them wince every time they see it. The better the name, the more they'll want to steal it from you.

### 2. Does the name make a promise or tell a story?

The right name can be the cornerstone of a lasting customer relationship. It is an ultra-powerful marketing weapon.

### 3. How do you communicate that story?

### 4. Is the name descriptive or does it suggest a feature or benefit?

Great names suggest the most compelling benefit the prospects will need over the next decade or longer. There is no confusion about what you offer.

### 5. Great names differentiate you from competitors, make an emotional connection with your audience, and help to build a brand that ignites the passions of your customers.



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## Products / Service Name

6. What are the names of all your products / services?

7. How well do your product / service names support your company name?



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## Are Your Products and Services Branded?

Are your products and services branded?

The most successful brands are the most recognised.

If we took away your logo what would be left for the customer to experience?

What do your customers...

8. See

9. Smell

10. Touch

11. Hear

12. Taste



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## Positioning

13. What business are you in?

14. How do you define your Core business?

Eg:

- Selling Mousetraps v Selling the absence of mice
- Selling Cosmetics v Selling Hope to women
- Selling a Shovel v Selling a hole in the ground

15. What is your Unique Selling Proposition (USP)?

16. What is your Positioning Statement? (Creative interpretation of the USP)

Eg:

- A Mars a day helps you rest work and Play
- Just do it



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## Positioning (cont.)

17. Is your Positioning Campaignable / Sustainable?

18. Is your Positioning Credible? Defensible?

19. Is your Positioning Differentiating?

20. Is your Positioning focused and simple?

What word do you "own" in the mind of your consumer?



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## Customer Knowledge

Customers can be segmented in many different ways:

1. Geographic Segmentation: involves dividing a market into different geographical units such as nations, provinces, regions, countries, cities
2. Demographic Segmentation: involves dividing the market into groups based on variable such as age, gender, family size, family life cycle, income, occupation, education, religion, race and nationality
3. Psychographic Segmentation: involves dividing buyers into different groups based on social class, lifestyle, personality characteristics.
4. Behavioural Segmentation: involves dividing buyers into groups based on their knowledge, attitude, uses or responses to a product.

How much do you know about your customers?

21. Who are your customers influences?



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## Customer Knowledge (cont.)

22. Do you know their Needs?

23. Do you know their Desires?

24. Do you know their Hopes?

25. Do you know their Aspirations?

26. Do you know their Concerns?

27. Do you know their Fears?

28. Do you know how much your competitors are spending on communicating with your target audience?



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## Competitor Knowledge

29. Competitor Name 1:

30. Positioning:

31. Competitor Name 2:

32. Positioning:

33. Competitor Name 3:

34. Positioning:

35. Competitor Name 4:

36. Positioning:

37. Competitor Name 5:

38. Positioning:



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## The Marketing Network Objectives

39. Specific

40. Timed

41. Achievable

42. Realistic

43. KPI (Measurable)





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## The Marketing Network Objectives

### 49. What are you communicating and how are you communicating it?

How does your message reinforce and leverage the brand of your product / service company?

### 50. Are your messages compressed?

Is the attention of your prospect / customer captured quickly?

Attention spans are getting shorter every day!

### 51. Do your messages have clarity or are they ambiguous?

Are the images simple and clear or dense and negatively mentally challenging?

One read...one view...one hearing...

### 52. Are your messages immediately comprehensible?

Is there too much jargon?

Are your images typical or positively mentally challenging?

### 53. Do you have consistency across all of your communication?

Brands like people have personalities and people don't really change.



# The Marketing Check

Company / Brand	Industry / Category	Positioning Statement
Black & Krantz (previously known as Black and Krantz)	Accounting	decisions made simple
Northwind Group	Property Investment, fdsaffasdfsddafdasfa	maximising your property investments
Info-Organiser / Pulse	Software , Knowledge Management	Profit with Pulse
Transform Business Systems / TKO	Software , Business systems, Policies and Procedures	Transforming Busy into Business
Platform Interactive	Web Management Solutions, Content Management Systems	Driving Online Profitability
Linkware Technology	IT Services, System Maintenance	Taking Care of I.T.
Certain Wealth Group	Wealth Building, Property Education and Sales	Our Knowledge Your Choices
Room To Improve (previously IJ Decorating)	Home Services, Renovation, Decoration	Renovate, Decorate, Appreciate
Bounce Back Fast	Personal Services, Resilience Coaching	Pressure Proof Your Life
Schoffered Tours (previously ECD Winery Tours)	Tourism, Guided Wine Tours	At your service...
Undercover Entertainment	Entertainment, Corporate Music and Dance	Real Performance
Agent Hunter	Home wares and Gifts, Website Portal	Creating New Sales Opportunities
Plan To Live	Life Coaching, Website Portal	The Life You Want
Bayview Real Estate	Estate Sales	Working smarter – for you!

