

Annual Marketing Check-Up from Tailor-Made Advertising



Fill out this form and use it as an outline for your marketing plan. Set marketing goals and see if you can meet them. For time challenged managers, call us to help you achieve your goals.

Section 1: Sales Goals

Fill in your sales for 2014 _____

Fill in your sales for 2013 _____

What is your target sales goal for 2015? _____

Are you on track to achieve it? Yes ☐ No ☐

Section 2: Marketing Costs

What did you spend on marketing in 2014? _____

Calculate the amount you've spent on advertising and marketing. Don't forget to include all media, postage, yellow pages, online ads, your employees' and your time.

How much do you expect to spend on marketing by the end of 2015? _____

Are these numbers above or below your industry's average? _____

If you track your advertising and marketing efforts, how many new leads were generated by each investment? (Be as specific as you can.)

Advertising Venue and Costs	Average Cost	# Of Leads

Section 3: Define Your Target Market Goals

Who is your target market? Describe your ideal customers as best as you can.

Where does your product sell best, (geographically, online, which stores?)

Who is your competition?

What is your advantage over the competition?

How are you increasing your market share in 2015?

Section 4: Implementing Your Advertising Program

Have you considered, or already implemented, any of the following marketing efforts? Enter the date you started or the date you'd like to start.

Item	Date	✓ When complete
Redesign your website for SEO (Search Engine Optimization)		
Email marketing		
Paid online search		
Online banner/search ads		
Mobile Website		
Blog that you regularly post		
VIP program rewarding past or existing customers		
Event marketing		
Committed to a social media program		
LinkedIn		
Facebook		
Twitter		
Instagram		
Pinterest		
YouTube		
Other social media platforms		
New logo or ad design		
Marketing with companies targeting a similar customer		
Print/Radio ads		
TV/Video		
Targeted direct mail		
Customer satisfaction survey/Market Research		
Call Tracking		
Other		

Review your goals above and if you need help evaluating or implementing your marketing goals, Contact us at (310) 791-6300 or liz@adteamLA.com. Since 1988, we've been helping businesses maximize their marketing efforts. We can help you plan and expedite your next steps within budget!