

# Your Marketing Vehicle Checklist

## Category Section

## Prioritizing Section

Item	6 Pt Model	Currently Using			Used in Past			Should be using	Could be using	NA
		✓	X	?	✓	X	?			
<b>Internal</b>										
Business Cards	L C S									
Rack Cards	S R									
Booklets	L C R S									
Flyers	L C R S									
Showroom Merchandising	S									
Counter POS	S C R S									
Vehicle	L S									
Building Signage	L S									

Skill Level	Time Req	Potential Results	Budget	Total
1-3	1-3	1-3	1-3	4-12

= good results  
 X = poor results  
 ? = don't know

<b>Digital</b>										
Active Website SEO	L									
Google Adwords	L									
Google Maps	L									
Youtube	L									
Email marketing	L C S									
Email Database management	L S									
Online Directory Listings	L									
Blog	L C R S									
Social Media	L C R S									
Social Media paid advertising	L									
Other paid advertising	L									


= good results  
 X = poor results  
 ? = don't know

<b>Traditional - offline</b>										
Directories	L R									
Direct Mail	L R									
Newspaper Ads	L									
Magazine Ads	L									
Sponsorships	L C R									
Television	L									
Radio	L									
Trade Journal Ads	L									
Press Releases	L S									
Telemarketing	L R									
Structured Strategic Alliance	L C S									
Seminars / Events	L C R S									
Networking	L									
Become 'The Expert'	L C S									
Publish a Book	L C S									
Publish Whitepapers	L C S									
Proactive Referral System	L C S									


= good results  
 X = poor results  
 ? = don't know