



Consulting Collaborative Marketing Communications Strategy “Best Practices” Self-Evaluation

Marketing Communications includes all the efforts made to get the “message” out about your organization, products or services. This includes press releases, advertising, brochures, web site, billboards, T-shirts, seminars, sponsorships, word of mouth, web sites and e-mail marketing, trade shows, etc. Some types of promotion generate sales directly, but some work behind the scenes to support the selling process. This one page self-evaluation checklist will determine if your company has the tools and processes in place to have a fully functioning and highly successful Marketing Communications implementation. It is based upon “Best Practices”.

- () The company/firm has a Marketing Communications strategy.
- () On a regular basis, we re-evaluate our Marketing Communications strategy and goals.
- () The organization has set up the appropriate systems, processes and structures to complete key Marketing Communications tasks.
- () The company’s/firm’s structure and policies support the Marketing Communications Plan.
- () There is alignment between our company’s/firm’s desired values and our Marketing Communications practices.
- () The company/firm has created links between Marketing Communications action plans and our revenue/income goals.
- () The company/firm has a clear set of guiding principles that don't subvert the Marketing Communications Plan or set up competing mandates.
- () Employees within the organization understand and support the Marketing Communications Plan and their role in it.
- () The employees in the organization are capable of fulfilling their Marketing Communications roles because they have the skills, training and resources.
- () Most employees in the organization believe the Marketing Communications Plan is achievable.
- () Our company/firm has a competitive advantage position in the market place?
- () We have a Marketing Communications budget?

If only one to five criteria for success are checked, you need to make significant changes to maximize your Marketing Communications strategy. If six to nine are checked, you may need to fine tune your Marketing Communications strategy. If you checked ten or more you have a good process that should be periodically updated for continuous improvement to the Marketing Communications strategy.

© Consulting Collaborative

Increasing client profitability by focusing on continuous results.