



Consulting Collaborative Marketing Communications Implementation “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”.

- () We have a Marketing Communications budget.
- () Our company/firm has created a Marketing Communications Plan in written form.
- () We have one or more people assigned to and are accountable for Marketing Communications activities.
- () Press releases, social media and public speaking engagements are utilized to promote company.
- () The company/firm writes down action steps to achieve our Marketing Communications goals.
- () Our organization follows-through with annual Marketing Communications plans.
- () We have guidelines for dealing with media and crisis response.
- () Our web site employs and exploits the current technologies and standards.
- () We read print and on-line publications that cover our industry.
- () We receive market trend information on a regular basis.
- () We conduct research (client feedback) on a regular basis.
- () We monitor customer or client preferences about how they would like to receive marketing information.
- () Our company/firm uses more than two means of promotion to reach our prospects.
- () We know which of our promotion efforts are working well.
- () Our promotional efforts communicate a clear brand or image.
- () Our promotional efforts educate potential customers or clients about their choices.

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

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