

Marketing Evaluation

Target marketing

Know your target market to increase your reputation and lead generation potential.

Customize your marketing tools accordingly.

What is your target market (customer) in terms of age, education, values, income?

Reaching your target market

Connect with your target market and increase sales potential.

Always focus on niche markets rather than anyone under the sun.

How are you connecting with your target market? If yes, how is that working for you?

Consistency

Market your business with consistency in anything you do so that your overall business will provide an image of trust and reliability.

What are you doing in your business or marketing that is consistent? If yes, how is that working for you?

Content marketing

Use high quality content in everything that is presented to customers or the public eye to invoke value, trust, and sales potential.

Do you write your own content or have someone do it for you? If yes, how is that working for you?

Measuring results

Measure results of everything you use in your marketing plan.

Take time to review them monthly and make adjustments accordingly.

What results are you measuring and how do you do it?
