

<b>sarahBee marketing and PR</b>	<b>MARKETING M.O.T.</b>
COMPANY NAME	
YOUR NAME	
DATE	



<b>BRAND CHECKS</b>			
1	You have a logo and it is consistent across your marketing suite	Yes	No
2	You have a strap-line (e.g. 'Never knowingly oversold')	Yes	No
3	You have identifiable USPs (unique selling points)	Yes	No

<b>PUBLIC RELATIONS CHECKS</b>			
4	You have an official press release template	Yes	No
5	You understand the three Rs of PR (real, relevant, researched)	Yes	No
6	You are confident you can get coverage in your target media	Yes	No

<b>MARKET RESEARCH CHECKS</b>			
7	You know and understand your target market and competitors	Yes	No
8	You have undertaken market research (e.g. SurveyMonkey)	Yes	No
9	You know about the next big issue in your industry/sector/area	Yes	No

<b>ADVERTISING CHECKS</b>			
10	You know about the components of a good advertisement	Yes	No
11	You have a special offer or promotion to communicate	Yes	No
12	You understand the pros and cons of on and offline advertising	Yes	No



sarahBee  
marketing can  
help your  
business do  
better.

SOCIAL MEDIA CHECKS			
13	You have at least one social media account	Yes	No
14	You have considered using a scheduling dashboard (e.g. Hootsuite)	Yes	No
15	You have interesting and engaging content to post on social media	Yes	No

ONLINE CHECKS			
16	You have a professional website with good SEO	Yes	No
17	You already have, or are building a database of contacts (e.g. CRM)	Yes	No
18	You can create and distribute online client newsletters or eShots	Yes	No

STRATEGY CHECKS			
19	You have a marketing and/or PR plan	Yes	No
20	You know how to calculate your marketing ROI (return on investment)	Yes	No
21	You have a short/medium/long term view of how you want to grow	Yes	No
TOTALS			

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