

Marketing Checklist

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- ☐ Market analysis
 - ☐ Conduct an analysis of the size and growth of your market.
 - ☐ Ascertain the trends in your industry and how they affect your activities.
 - ☐ Analyse the types of customer groups within your market.
 - ☐ Analyse and determine which groups it is most profitable for you to target.
- ☐ Marketing Environment
 - ☐ Analyse the social/cultural trends of the environment in which you operate.
 - ☐ Analyse the economic trends/demographic trends of the environment.
 - ☐ Analyse the political/legal/institutional trends of the environment.
 - ☐ Analyse the ecological trends of the environment.
 - ☐ Analyse the technological trends of the environment.
 - ☐ Determine their current and future effects on your business.
- ☐ Consumer Analysis
 - ☐ Analyse the needs and wants of your customers and consumers.
 - ☐ Analyse of how your product/service can satisfy those needs.
- ☐ Current Situation Analysis
 - ☐ Consider the current strengths and weaknesses in your organisation.
 - ☐ Analyse the opportunities and threats in the market place.
- ☐ Competitor Analysis
 - ☐ Analyse the activities and characteristics of the direct competitors in your market.
 - ☐ Analyse the activities of the competitors who offer substitute products/services to your customers.
- ☐ Objectives
 - ☐ Establish the growth, profit and sales objectives for your business.
 - ☐ Select which of the strategic alternatives will meet your objectives.
 - ☐ Determine your strategy for growing your business.
 - ☐ Determine what factors will differentiate you from your competitors in the eyes of your customers.
 - ☐ Determine how you will compete.

- ☐ Determine where you would like to be positioned in the eyes of your customers relative to your competitors.
- ☐ Determine what your offering will be with regard to product, price, place and promotion.