

# 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.