

MARKET PLANNING CHECKLIST

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Before you launch a marketing campaign, answer the following questions about your business and your product or service.

- ✓ Have you analyzed the total market for your product or service? Do you know which features of your product or service will appeal to different market segments?
- ✓ In forming your marketing message, have you described how your product or service will benefit your clients?
- ✓ have you prepared a pricing schedule? What kinds of discounts do you offer, and to whom do you offer them?
- ✓ Have you prepared a sales forecast?
- ✓ Which media will you use in your marketing campaign?
- ✓ Have you planned any sales promotions?
- ✓ Have you planned a publicity campaign?
- ✓ Do your marketing materials mention any optional accessories or added services that consumers might want to purchase?
- ✓ If you offer a product, have you prepared clear operating and assembly instructions, if required? What kind of warranty do you provide? What type of customer service or support do you offer after the sale?
- ✓ Do you have product liability insurance?
- ✓ Is your packaging likely to appeal to your target market?
- ✓ If your product is one you can patent, have you done so?
- ✓ How will you distribute your product?
- ✓ Have you prepared job descriptions for all of the employees needed to carry out your marketing plans?