



73 Point Marketing

Checklist

To propel your business
to new heights

Do you find that your marketing reach is very limited? Do you struggle to find new customers. The Vivid 73 Point Marketing Checklist will allow you to identify new channels to market as well as possibility of upselling to existing clients

THANK YOU FOR USING THE VIVID MARKETING AUDIT CHECKLIST



Please rate each of the items using the rating supplied.
Use the calculation at the bottom to calculate the potential that your business is attaining with regards to your marketing effort

Rating : -X - Done O – Not Done N - Not applicable

Sales Channels		Attract More Customers	
	Affiliate/JVs/Referrals		Websites
	Groupon/Wowcher		Report/Guide/White Paper
	Artificial Intelligence		Book/E-Book
	Advertising Offline (Trade)		Samples/Trials
	Display advertising online		Quizzes or Surveys
	Direct Mails for Acquisition		Free Consultations
	email (Solo Newsletters)		Coupons/vouchers
	Radio Advertising		Flash Sales
	TV Advertising		Blogs
	Distributed Sales Force		Catalog / Brochures/Leaflets
	Wholesaling		Online shop (e-commerce)
	Review sites (Yelp, etc)		Physical Gift/Premium
Get Them to Spend More			Loss Leader Offers
	Mobile Loyalty App		Live Events
	Immediate Up-Sells		Network Events
	Cross Sells		Traditional PR
	Bundles/Kits/Buckets		Trade shows
	Line Extensions		Channel Sales (Amazon, e-bay, etc)
	Subscription/Community	Searches	
	Memberships/Association		SEO
	Consulting / Training		Advanced SEO
	Customer Appreciation Events		Google Adwords (Search Network)
	Done For You Services		Google Adwords (Display Network)
	Expedited Shipping Offers		Bing PPC
	Warranties/Insurance		Yahoo PPC
	Downsells	Social Media	
Increase Buyer Frequency			Facebook Advertising - Organic
	Regular email Newsletters		Facebook Advertising - Paid
	Automated Follow up Emails		Twitter Organic
	Exit Offers		Twitter Paid
	Bounce back/Product Includes		LinkedIn Organic (post or Groups)
	Landing Page - Exclusives		LinkedIn Paid
	SMS Campaign		You Tube Organic
	Loyalty Programme (App)		You Tube Paid
	Cart Abandonment Follow Up		Instagram Organic
	Direct Mail - Existing Client		Instagram Paid
	Outbound Follow-up Call		Other Social Media
	Coupon/Gift Cards		
	Newsletter/Magazine (Print)		
	Existing Customer Sales/Offer		

Score = X / (X+O) = Potential reached.

X= _____ O = _____

Score = _____



**GIVE VIVID A CALL NOW TO SEE
HOW WE CAN MAXIMISE YOUR
MARKETING EFFORT**

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