

MARKETING METHODS ASSESSMENT



Worksheet

Write down the potential method and begin by asking each question about that method with the answer of either 'yes', 'no' or 'maybe'. If the answer is 'maybe', consider what changes would need to be made to be able to employ this method, as well as why it may not be the best option for your marketing goals. If a method has more than 8 'yes's it's most likely a good fit for the brand, the product and the audience! Use this assessment for each method to ensure your tactics are inline with your strategic marketing objectives.

Method: _____

Strategic Tactic Questions

		Yes	No	Maybe
1	Does this method honor your brand?			
2	Does this method honor the purpose and mission of your organization?			
3	Does this method honor your market with relevance and value?			
4	Does this method honor your markets' buying journey?			
5	Does this method honor your markets' media consumption behavior?			
6	Does this method amplify and clarify your messages?			
7	Does this method empower and enable your messengers?			
8	Is this method measurable?			
9	Does this method operate in harmony such that it multiplies the impact of the brand?			
10	Can I afford this method?			
11	Do I have the expertise to manage this method?			
12	Do I have the capacity to develop and manage this method?			
13	Do I have the objectivity to see my organization and this campaign clearly?			