

# BEFORE YOU SPEND ANOTHER DIME ON MARKETING: ANSWER THESE 10 CRITICAL QUESTIONS



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You would not go out and buy an expensive stereo system without doing your homework would you? Or would you? Maybe you are the gambler type? If you are not a gambler when it comes to business, you should be researching and planning before you spend a dime on marketing.

**ASK YOURSELF THESE 10 QUESTIONS AND DETERMINE WHETHER YOU ARE PREPARED TO START MARKETING OR NOT:**

## 1. ESTABLISH PRIMARY MARKET

A product for everyone is a *product for no one*. It is important that you know **who** your primary customers are, **what** they like and dislike, **where** they live and **why** they would want to buy from you. You need to identify a primary target market – the people most likely to buy from you!

**DO WE HAVE A WRITTEN DESCRIPTION OF OUR PRIMARY TARGET MARKET?**

## 2. IDENTIFY COMPETITIVE EDGES

In a competitive playing field, it's survival of the fittest: Are you the stronger or weaker business amongst your competitors? You need to *shop the competition* and list your strengths and weaknesses, making changes as necessary.

**HAVE WE RESEARCHED AND IDENTIFIED THE FEATURES THAT MAKE OUR BUSINESS BETTER THAN THE COMPETITION?**

## 3. IDENTIFY A USP STATEMENT

A business can only survive if it meets a need or solves a problem. Have you written down how *your business solves a problem* or meets a need for your target customer? If you can't write it down, you won't be able to communicate it. You should be able to convert how you solve a problem into a USP – Unique Selling Positioning Statement.

**DO OUR MARKETING MATERIALS CONTAIN A PROBLEM-SOLVING USP STATEMENT?**

YES	NO
_____	_____
_____	_____
_____	_____
_____	_____



**9. EVALUATE MARKETING MONITORING SYSTEM**

If you do not know when you win, how will you know if you lose? It is crucial that you *pre-determine how you will monitor* your marketing efforts, so that you are repeating wins and avoiding losses. By monitoring your marketing, you are separating yourself from the “gamblers.”

**DO WE CURRENTLY TRACK WHERE SALES LEADS COME FROM?**

**10. DO WE NEED A MARKETING PLAN?**

If you are unable to clearly answer all of the above questions, its possible your company would benefit from a marketing plan that will *direct your marketing activity and expenditures*. Find a Marketing Expert who will take the time to familiarize themselves with your business and develop a pro-active marketing plan that answers all of your critical marketing questions.

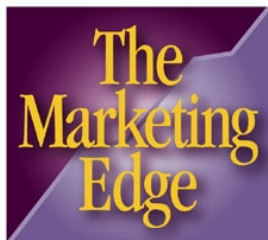
However if you are not spending at least *\$10,000 on marketing*, there is not much point in paying for a plan. It might be more beneficial to contract an expert to assist in the development of a strong website and internet marketing program.

**DO WE SPEND ENOUGH ON MARKETING TO WARRANT A MARKETING PLAN?**

YES	NO
_____	_____
_____	_____

If you have answered “NO” to many of these questions, you may want to consider finding a way to turn them into a “YES.” Marketing is the cornerstone of business sales and growth. If you are going to do it, do it right! Don’t gamble with your money, invest it into well thought out marketing messages and strategies.

**IF YOU WOULD LIKE ASSISTANCE WITH YOUR MARKETING, PLEASE DO NOT HESITATE TO GIVE THE MARKETING EDGE A CALL!**



**FOR MORE INFORMATION:**

**403-452-5808**

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