

# CAN YOU FIND ME NOW

## Marketing Matrix Checklist

<input type="checkbox"/> <b>Identification</b>	<input type="checkbox"/> Product or Business Name <input type="checkbox"/> Logo <input type="checkbox"/> Trademark <input type="checkbox"/> Image / Positioning <input type="checkbox"/> Slogan <input type="checkbox"/> Patent/Pending <input type="checkbox"/> Letterhead	<input type="checkbox"/> Mascot / Spokesperson <input type="checkbox"/> Packaging & Labeling <input type="checkbox"/> Uniforms / Costumes <input type="checkbox"/> Name Badges <input type="checkbox"/> How Phone Is Answered
<input type="checkbox"/> <b>Location</b>	<input type="checkbox"/> Strategic Neighbors <input type="checkbox"/> Frontage / Windows / Building <input type="checkbox"/> Street Access <input type="checkbox"/> Parking <input type="checkbox"/> Layout (Aisle Widths / Flow) <input type="checkbox"/> Inviting Entrance <input type="checkbox"/> Signage / Marquee	<input type="checkbox"/> Hours / Days Open <input type="checkbox"/> Balloons / Banners <input type="checkbox"/> Stroller / Wheelchair Access <input type="checkbox"/> Smell / Temperature <input type="checkbox"/> Cigar Indian Outside <input type="checkbox"/> Self-Serve / Service <input type="checkbox"/> Sandwich Board Outside
<input type="checkbox"/> <b>In-Store</b>	<input type="checkbox"/> Posters <input type="checkbox"/> Impulse Displays <input type="checkbox"/> End Caps <input type="checkbox"/> Demonstrations <input type="checkbox"/> Shelf Talkers / Hanging Ads	<input type="checkbox"/> Companion Accommodation <input type="checkbox"/> Visible Pricing <input type="checkbox"/> Easy Checkout
<input type="checkbox"/> <b>Printed Items</b>	<input type="checkbox"/> Business Cards <input type="checkbox"/> Flyers / Brochures <input type="checkbox"/> Price Lists <input type="checkbox"/> Newsletters	<input type="checkbox"/> Catalogs / Menus <input type="checkbox"/> Posters <input type="checkbox"/> Tent Cards <input type="checkbox"/> Magnets
<input type="checkbox"/> <b>Direct Marketing</b>	<input type="checkbox"/> Telemarketing (In-House, Outsourced) <input type="checkbox"/> List Acquisition / List Building <input type="checkbox"/> Door Hangers	<input type="checkbox"/> Post Cards <input type="checkbox"/> Letters / Invites <input type="checkbox"/> Packages <input type="checkbox"/> Flyers
<input type="checkbox"/> <b>Internet</b>	<input type="checkbox"/> Website <input type="checkbox"/> Email Marketing <input type="checkbox"/> Landing Pages <input type="checkbox"/> Blogs <input type="checkbox"/> Online Banner Ads <input type="checkbox"/> Paid Search (PPC, PPA) <input type="checkbox"/> Social Media	<input type="checkbox"/> Search Engine Optimization <input type="checkbox"/> Mobile Marketing <input type="checkbox"/> Email Newsletter <input type="checkbox"/> Viral Media (Videos) <input type="checkbox"/> Webinars <input type="checkbox"/> Ebooks <input type="checkbox"/> List Building <input type="checkbox"/> Partnering <input type="checkbox"/> Podcast <input type="checkbox"/> Affiliate Mrktg.

# CAN YOU FIND ME NOW

## Marketing Matrix Checklist

<input type="checkbox"/> <b>Broadcast</b>	<input type="checkbox"/> TV (Network, Cable) <input type="checkbox"/> Radio <input type="checkbox"/> Movie Screen	<input type="checkbox"/> Infomercials / QVC / HSN <input type="checkbox"/> School TV / Radio Stations
<input type="checkbox"/> <b>Outdoor</b>	<input type="checkbox"/> Window Signs <input type="checkbox"/> Billboards <input type="checkbox"/> Vehicle Wraps	<input type="checkbox"/> Transit Signs (Bus, subway, tour buses, airport, in-station) <input type="checkbox"/> Distinctive Buildings
<input type="checkbox"/> <b>Exhibits</b>	<input type="checkbox"/> Trade Shows <input type="checkbox"/> Showrooms <input type="checkbox"/> Fairs	<input type="checkbox"/> Trade / Buying Marts <input type="checkbox"/> Live Demos
<input type="checkbox"/> <b>PR / Publicity</b>	<input type="checkbox"/> Press Releases <input type="checkbox"/> Press Contacts <input type="checkbox"/> Press Kits <input type="checkbox"/> Events / Stunts <input type="checkbox"/> Sponsorships / Fundraisers <input type="checkbox"/> Media Appearances <input type="checkbox"/> Your Own Media Column	<input type="checkbox"/> Talks / Seminars / Workshops <input type="checkbox"/> Viral Video <input type="checkbox"/> Tours of Your Business <input type="checkbox"/> Media Columns / Shows <input type="checkbox"/> Newsletters <input type="checkbox"/> White Papers / Tips
<input type="checkbox"/> <b>Distribution Channels</b>  <b>(besides Internet)</b>	<input type="checkbox"/> Personal Networking <input type="checkbox"/> Salespeople <input type="checkbox"/> Catalog Houses <input type="checkbox"/> Distributors & Independent Reps / Affiliates <input type="checkbox"/> Retailers (Independents, Chains, Franchises) <input type="checkbox"/> Wholesalers, Jobbers	<input type="checkbox"/> Large Organization's Members (Religious, Fortune 500, AARP) <input type="checkbox"/> Large Org's Employees <input type="checkbox"/> Multi-Level / Network Orgs. <input type="checkbox"/> International <input type="checkbox"/> Government / GSA <input type="checkbox"/> Piggyback On Other Products
<input type="checkbox"/> <b>Sales Promo</b>	<input type="checkbox"/> Attention-Getting Product / Hot Or Unusual Item / Price <input type="checkbox"/> Spokesperson / Endorser <input type="checkbox"/> Add Familiarity <input type="checkbox"/> Add Convenience <input type="checkbox"/> Stamp / Loyalty Program <input type="checkbox"/> Gift Certificates <input type="checkbox"/> Free Gift	<input type="checkbox"/> Free Samples <input type="checkbox"/> Bonus / Buy Now / BOGO <input type="checkbox"/> Satisfaction Guarantee <input type="checkbox"/> Event / Celebration <input type="checkbox"/> Coupon / Discount <input type="checkbox"/> Contests <input type="checkbox"/> Sweepstakes <input type="checkbox"/> Payment Options.

# CAN YOU FIND ME NOW

## Marketing Matrix Checklist

<input type="checkbox"/> <b>Presentation</b>	<input type="checkbox"/> Professional Materials <input type="checkbox"/> Powerpoint Presentation <input type="checkbox"/> Unique Clothing / Uniforms	<input type="checkbox"/> Hang Tags / Label / Packaging <input type="checkbox"/> Distinctive Vehicles <input type="checkbox"/> Name Tags
<input type="checkbox"/> <b>Buying Appeals</b>	<input type="checkbox"/> Why Buy It? Now? From Us? <input type="checkbox"/> 4 Reasons To Buy <input type="checkbox"/> Become THE Alternative	<input type="checkbox"/> Feature / Benefit / Proof <input type="checkbox"/> Calls To Action <input type="checkbox"/> Eliminate Buying Obstacle
<input type="checkbox"/> <b>Database / List Bilding</b>	<input type="checkbox"/> Website Sign-Up <input type="checkbox"/> Acquire Lists <input type="checkbox"/> Viral Videos / Events <input type="checkbox"/> Email Newsletters	<input type="checkbox"/> Market Through Other's Lists <input type="checkbox"/> Tell-A-Friend <input type="checkbox"/> Offline Media Invites Visitors (Go To Website, www....)
<input type="checkbox"/> <b>Increasing Revenues</b>	<input type="checkbox"/> Expand / Change How Used <input type="checkbox"/> Expand / Change Who Uses <input type="checkbox"/> Add Features / Accessories <input type="checkbox"/> Expand Territory <input type="checkbox"/> Increase Purchase Frequency	<input type="checkbox"/> Add Distribution Channels <input type="checkbox"/> Partner With Others <input type="checkbox"/> Seize Important Point of View <input type="checkbox"/> Change Core Product
<input type="checkbox"/> <b>Additional Sales Methods</b>	<input type="checkbox"/> Over-the-Counter Selling <input type="checkbox"/> Missionary Sales (Advisors) <input type="checkbox"/> Influence / Opinion Leaders <input type="checkbox"/> OEMs / Co-op / Joint Marketing	<input type="checkbox"/> On-Hold Selling <input type="checkbox"/> B2C vs B2B <input type="checkbox"/> Sell To Groups <input type="checkbox"/> Franchise / Chain Expansion <input type="checkbox"/> 24-Hour Buying
<input type="checkbox"/> <b>Notes</b>		