



Does Your Marketing Make the Grade?

Step back and look *objectively* at how you market yourself, your business and your product or service. Remember, we constantly send messages in everything we say, and everything we do. Even if you're not consciously marketing – you are still sending a message. (Quite a loud message – in fact.)

Take this pop quiz to evaluate your marketing efforts.

	Yes Score 5	Sometimes Score 3	No Score 0
<p>Subject: Business Cards</p> <ol style="list-style-type: none"> 1. I carry clean and crisp business cards wherever I go. 2. All of my contact information is accurately printed on my business cards, including my tagline. 			
<p>Subject: Brochures, pamphlets, flyers</p> <ol style="list-style-type: none"> 1. Information in my brochures, pamphlets, and/or flyers is accurate and up to date. 2. These marketing materials are well designed, use good graphic design elements and speak to my target audience. 			
<p>Subject: Logo</p> <ol style="list-style-type: none"> 1. My logo/company name and design has been reviewed and updated in the last two years. 2. My logo tells a story about my product/service and is easily identified by my target audience. 			
<p>Subject: Website</p> <ol style="list-style-type: none"> 1. I have a website that speaks to my target audience, is easy to navigate, uses appropriate language for the reader, and has been optimized for search engines. 2. I track and review my website stats quarterly and make the necessary updates/enhancements to my website. 			

<p>Subject: Conferences, Seminars, Trade Shows</p> <ol style="list-style-type: none"> 1. I have attended at least one seminar, conference and/or trade shows in the last 6 months. 2. I followed up with the contacts I made to find out how I can help them. 			
<p>Subject: Public Relations</p> <ol style="list-style-type: none"> 1. I have published a blog/newsletter in the last month. 2. I have given back to my community in the last 12 months by organizing an open house or fundraiser; I have given a speech, or organized a learning opportunity where I have not been compensated. 			
<p>Subject: Face to Face Interaction (Networking)</p> <ol style="list-style-type: none"> 1. I am comfortable presenting myself and my product/service and have a prepared 'elevator speech' (introduction lasting less than 15 seconds). 2. I regularly meet with other staff members and colleagues (at least once a month). 			

Total Score:

- 60 – 70 Congratulations! You're at the top of the class and an exceptional marketer.

- 42 – 59 Some of the details are skipping past you. In marketing – *everything* counts!

- 30 – 41 You must have missed some important marketing classes. A refresher course would help! Consider summer school.

- <29 Marketing is obviously not your forte. Hire a tutor immediately and study hard. Your future depends on it.

We hope that you've enjoyed this information and found it helpful. We welcome your feedback. Write a [review](#). Do you need more marketing assistance? There's more information [here](#).

You may also want to [subscribe](#) to monthly Marketing Moments chock full of even more hints and tips for effective small business marketing.

With a marketing smile,

Wendy