# Sayers Solutions Marketing Review

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| Company |  | Date conducted |  |

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| Background and other information |  |

Do you have a

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| Business Plan |  |
| Marketing Plan |  |

What is your market?

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| Macro analysisExternal environment | Regulations  Legislation  Licenses  Legal Status  Public Bodies  Suppliers  Lobby bodies |
| Micro analysisInternal environment | Employees  Investors  Partnerships  Skills and gaps  Experience |

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| --- | --- |
| Product or Service |  |
| Place |  |
| Price | How competitive  Fixed price  Charge by appointment or commission |

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| Audience /Target Market | Who ideal client  What is the buyer persona |
| Competitor analysis |  |

What of these do you use, how and what else?

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| Promotion | Social Media |  |
| Email marketing |  |
| Website |  |
| Tele-Marketing |  |
| Referrals |  |
| Networking |  |
| Public Relations |  |
| Flyers |  |
| Advertising |  |
| PPC / Adwords |  |
| SEO |  |
| Database |  |
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| --- | --- |
| Type of content shared |  |
| Trade Publications / sources of industry related articles and information |  |
| Where do you get content from? |  |

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| Vision |  |
| Mission Statement |  |
| Values |  |
| Assets and Competencies |  |
| Value Proposition |  |
| USP |  |
| Aims/ objectives |  |
| Measurement |  |
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| Where do I want to focus my actions in 2023? What are your goals and challenges?  What do I want to achieve, what do I need to improve? |
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| How am I going to measure my achievements? |
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