Marketing Checklist

# Advantage

□ Competitive Advantage □ Tagline

# Purpose

□ Mission □ Vision □ Goals □ Budget □ CPA

# Image

□ Promise □ Position □ Colors □ Logo

# Promotions

□ PR □ Print □ Broadcast □ Sales Promotions □ Personal Selling □ Direct □ Digital

# Relationships

□ Personas □ Customer Journey

# Feeback

□ Surveys □ Analytics

# Changes

□ Calendar □ Schedule □ Assignments



Based on *The 7 Keys to Marketing Genius* by Michael Daehn. Visit MichaelDaehn.com for details.