



## Strategic Planning Inventory

- o Market Research
- o Customer Survey
- o Marketing Niche Definition
- o Industry Outlook Analysis
- o Media Plan
- o Monthly Action Plan

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## Marketing Tactics Inventory

### Corporate Identity

- o Logo
- o Letterhead
- o Corporate Identity
- o Tag Line
- o Note Cards

### Printed Matter

- o Postcards
- o Sell Sheets
- o Print Newsletters
- o Tri-Fold Brochures
- o Portfolio Book
- o Referral Program
- o Pocket Folder
- o Catalog
- o Call-to-Action Coupon
- o Tips/Techniques Sheet



### Marketing Support

- o Customers Mailing List
- o Media Kit
- o Press Releases
- o Articles
- o Award Sheet
- o Advertisement
- o Speaker Sheet
- o Potential Customer List
- o Trade Show Booth
- o Logo Banner
- o Direct Mail Letters

### Electronic Materials

- o PowerPoint
- o Video
- o Script
- o Blog
- o Web Site
- o Email Newsletter
- o On Hold Message
- o Audio CD



### Advertising Specialties

- o Imprinted Pens
- o Logo Shirts
- o Logo Pads

## Marketing ROI Measurement Inventory

- o Request for Information
- o Request for Quote
- o Presentations Done
- o Proposals Made
- o New Customers Signed
- o "Where did you hear?" chart

- o Media Clippings
- o Brand Awareness
- o Budget to Actual
- o Google Ranking Chart
- o Website Links Chart
- o "What did you hear?" chart

