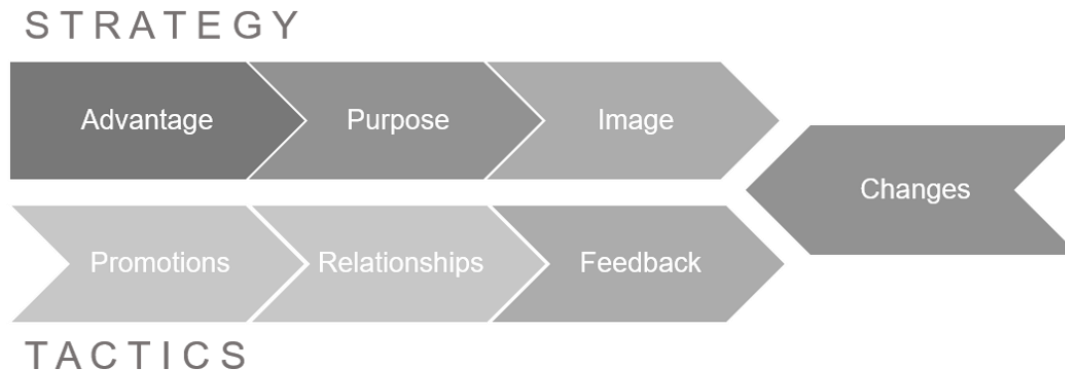


The 7 Keys to Marketing Genius Quick Start Marketing Plan

By Michael Daehn



1: Find Your Advantage

- What is the unique competitive advantage of your product or service? (The best way to determine this is by performing a *SWOT analysis*)
- How can you meet the needs of the target audience better than the competition?
- What is the *positioning* of your product or service?

2: Define Your Purpose

- What is the mission or purpose of your company?
- What goals do you want to accomplish with this particular product or service?
- How do these goals fulfill the mission of your company?
- How will you communicate this to the entire organization to make sure everyone is on the same page?

3: Create an Image

- Based on the competitive advantage, positioning, target audience and mission of the company what image best represents your product or service?
- Do you need professional assistance in creating a logo and marketing communications materials?
- Is the look and feel of your marketing communications materials consistent and congruent?

4: Implement Promotions

- Which of these marketing communications do you plan on utilizing?
 - Advertising
 - Public Relations/Publicity
 - Sales Promotion
 - Personal Selling
 - Direct Marketing
 - Internet/Interactive
- What marketing communications can you afford?
- What marketing communications make the most sense for your situation?
- How can you achieve the greatest return on investment with the least amount of wasted exposure?

- Are your marketing communications linked and integrated? How?
- Are your marketing communications consistent and congruent? How?

5: Build Relationships

- How are you building relationships with customers?
- Are you creating positive word of mouth?
- Are you developing advocates for your product?
- Where in the funnel do your promotions hit?
- How do your promotions push people down the funnel?

6: Gain Feedback

- How are you measuring results?
- Have you implemented ways of gaining feedback from customers?
- Have you implemented ways of gaining feedback from employees?

7: Adjust to Changes

- Are you making changes based on the feedback you have gained?
- Has your market or target audience changed?
- Do you need to revise any marketing messages to remain current?
- Are you maintaining up to date and relevant information on the website?
- Do you have an ongoing dialogue with current customers?

Michael Daehn's Seven Keys to Marketing Genius: The Complete Guide to Increasing Your Marketing IQ (ISBN 1-4116-1491-7)

Available at MichaelDaehn.com and Amazon.com

For more information contact:

Michael Daehn
330.33.DAEHN (32346)
MichaelDaehn.com
Michael@MichaelDaehn.com

