

# Small Business **Marketing BASICS Checklist**

Here is a checklist of core marketing steps that you can use to check your own marketing efforts against. Some steps are more critical than others, however if you do not tick every box, then there is definitely room for improvement.

If any of these terms are unfamiliar to you or need further explanation, you can go to our [Marketing Glossary](#), located at [www.southsidemarketing.com](http://www.southsidemarketing.com).



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## **CHECKLIST**

- Do you know who your target customers are?**
- Do you understand your customer's needs (do you undertake regular research on customer needs)?**
- Do you have a Unique Selling Proposition (USP) or Positioning Statement?**
- Do you know what your competitors' products or services are?**
- Do you set goals for your business?**
- Do you do an annual marketing plan or business plan?**
- Do you have a marketing budget?**
- Are you using an USP or Positioning Statement to develop every communication sent to customers?**
- Does your Marketing Mix (price; promotion; distribution; service or product benefits) reinforce this positioning in all aspects?**
- Do you include a call-for-action in your communications?**
- Do you maintain an up to date database of your contacts?**
- Do your clients know about all your products or services?**
- Do you track your sales?**
- Do you measure the success of your marketing activities (Return On Investment)?**

If you need more information on any of these topics, please visit our website [www.southsidemarketing.com](http://www.southsidemarketing.com) or email your enquiry to: [info@southsidemarketing.com](mailto:info@southsidemarketing.com).