

MAXIMIZE YOUR MARKETING 3.1

SAVVY CHANNEL CHOICES

Savvy marketing is all about goal setting and strategic decision making. The following exercises will help you focus on your goals and choose the best platforms for your marketing campaigns.

Begin with jotting down notes in the following columns:

Platforms where my business currently has a marketing presence	Top methods my customers have identified hearing about my business	Platforms I want to explore to grow my business



LET'S PUT IT INTO PRACTICE

Reflect back on your goal setting at the beginning of your workbook, what are your three identified marketing goals?

1

2

3

What is the timeframe you'd like to set to achieve each goal?

1

2

3

List the marketing channels or forums you believe could best help you achieve each goal (you may have multiple marketing forums for each goal).

1

2

3



BONUS BRAINSTORM

Brainstorm your business's personnel and financial assets.

When it comes to marketing campaigns, do you prefer to handle the majority of marketing in-house? Or would you prefer to hire out marketing details to experts?

Each approach has pros and cons. Knowing which you lean towards helps you filter the depth of information you need to move closer to your marketing goals.

IN-HOUSE MARKETING

Pros

Cons

HIRE MARKETING EXPERTS

Pros

Cons

