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Effective Marketing Can Be an Elusive Thing

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Question: How can I be sure my marketing is going to be effective?

Answer: Good marketing meets certain criteria. The following checklist will help you determine if your marketing passes the test.

1. Does it focus on the solution you provide?

Too often, ads only list product or service features. Don't make your prospects work that hard to figure out how your product or service can help them.

2. Does it have one clear message?

Make sure the single, most important thing you want to communicate is not buried in too much information.

3. Is it focused on one specific group of prospects?

Make sure your marketing is targeted at one specific group of prospects — it's the only way to make sure you're addressing their needs.

4. Is it written in language your prospects can relate to?

If you want your message to resonate with your prospects, make sure it speaks to them, in content, tone and language.

5. Does it feature your unique selling proposition?

This is the one thing that sets you apart from every other product or service your prospect could possibly buy to fulfill the same need.

6. Does it have one compelling point of focus?

Ever see an ad with so many elements you didn't know where to look first? Your prospects won't know either if you cram too much into your marketing.

7. Does it accurately communicate your personality?

Your business has a personality and everything you do should reflect it. You want your prospects to feel like they know you.

8. Does it give prospects more than one reason to respond?

Not everyone is ready to buy, or take the one action you want them to take. Make sure you give them another reason to respond, or you'll lose them completely.

9. Does it give prospects more than one way to respond?

Make it easy for prospects to take action. What if you only offer an e-mail or Web site address and someone is away from their office but they want more information now?

10. Do you have a specific objective for the marketing?

If you don't know what your marketing is designed to achieve, how will you know if it was successful? Always have a plan and an objective for everything you do.

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