

A Plumb Good Marketing Checklist

1. Define “Who”

Who is your target client? _____

2. Craft the right “Message”

Talk to them in their language _____

3. Select the “Imagery”

What illustrations support the message? _____

4. Create a compelling “Offer”

Make it relevant and meaningful _____

5. Develop the “Call-to-Action”

Ask them to do something! _____

6. Select one or two “Tactics”

Don't try to do everything _____

7. Expect & prepare for “Responses”

Use landing pages & select phone numbers _____

8. Turn the responses into “Leads”

Define your lead funnel process _____

9. Collect the “Data”

Prepare your repository in advance _____

10. Automate your “Follow-up”

Use a CRM _____

Every marketing program needs a plan and a timeline. Plumb Marketing has created this checklist of marketing basics to assist you with your promotions. For additional help with your marketing needs call Plumb Marketing or visit our website.



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