

Business Marketing Opportunities Checklist

13 Marketing Opportunities That Could Be Holding Back Your Business

Marketing Opportunities	Traditional Marketing	Digital Marketing
<input type="checkbox"/> Customer Awareness	<input type="checkbox"/> TV, Radio and Newspapers	<input type="checkbox"/> Search ads, Display ads and Video ads
<input type="checkbox"/> Customer Searching	<input type="checkbox"/> Yellow Pages ads	<input type="checkbox"/> Website and Google My Business
<input type="checkbox"/> Written Communications	<input type="checkbox"/> Direct response mailing	<input type="checkbox"/> Email communications can scale globally
<input type="checkbox"/> Initial Interaction	<input type="checkbox"/> Coupons, Store Sales, Free Samples	<input type="checkbox"/> Free eBook, mini course, videos 24/7 for email
<input type="checkbox"/> First Contact	<input type="checkbox"/> Flyer, brochure, catalogue	<input type="checkbox"/> PDF download, eCommerce website
<input type="checkbox"/> Product Demonstration	<input type="checkbox"/> Tradeshows have setup costs and attendance	<input type="checkbox"/> Demonstrations as a Video Sales Letter 24/7
<input type="checkbox"/> Product Sales	<input type="checkbox"/> Store sales require customers to travel	<input type="checkbox"/> Ecommerce sales can be national or global
<input type="checkbox"/> Group Events	<input type="checkbox"/> Live physical event requires room hire	<input type="checkbox"/> Webinar attendance can be digital and global
<input type="checkbox"/> Outbound Telephony	<input type="checkbox"/> Cold calling prospects can a disruption	<input type="checkbox"/> Calendar schedule call is more convenient
<input type="checkbox"/> High Ticket Inbound Telephony	<input type="checkbox"/> Post event phone call can have low conversion	<input type="checkbox"/> Post event & application form = high conversion
<input type="checkbox"/> Customer Meetings	<input type="checkbox"/> Face to face meetings requires travel time costs	<input type="checkbox"/> Video conference using calendar appointment
<input type="checkbox"/> Customer List	<input type="checkbox"/> Rolodex and manual contact	<input type="checkbox"/> Sequenced and broadcast emails
<input type="checkbox"/> Follow Up Nurturing	<input type="checkbox"/> Client phone calls take time at scale	<input type="checkbox"/> Email newsletters can be sent regularly

<https://www.matthewb.id.au/marketing/mistakes/>

<https://www.matthewb.id.au/marketing/mistakes/checklist.pdf>

Review which columns your business marketing runs from. Are there gaps to your marketing strategy?

YES! I'm Ready to Create An Up To Date Marketing Strategy matthew.bulat@gmail.com

