

Marketing Materials Goal Checklist

To aid us in producing marketing materials that will satisfy your marketing and sales goals, carefully review each point below. Check off all of the following points that apply.

- Provide product and service information to customers
- Educate new prospects
- Build corporate image
- Establish credibility of your organization, services and products
- Sell your services and/or products directly through the mail
- Help sales force get appointments and/or make presentations
- Help close the sale, leave behind on a sales call
- Support dealers, distributors, agents and/or sales representatives
- Add value to your services and/or products
- Respond to trade magazine and/or newspaper advertising inquiries
- Distribute at trade shows and other special events
- Serve as reference material for employees, vendors, board, the press, and investors
- Disseminate news
- Announce new products and/or services and improvements
- Recruit new employees. Train and educate new employees
- Generate new business leads

Courtesy of McNitt Marketing, We Create Ideas with Impact!

21 Willowbrook Avenue | Lansdowne, PA 19050 | 610.623.5556 | diane@mcnittmarketing.com