



Marketing Materials Goal Checklist

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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!

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