

MARKETING WORKSHEET

Date Completed: _____

Name:	Company Name:
Years in business:	Telephone:
E-mail:	Website:

Annual Marketing Budget <i>include graphics, printing, advertising, photography, direct mail, promotions, trade shows, etc.</i>	
Describe Target Market (audience personas) Primary	
Secondary	
Tertiary	
Geographic Target Area	
Business Description <i>Positioning statement – short and sweet!</i>	
2010 Goal(s), quantifiable <i>e.g. increase sales by 10%, increase customer base by X%, increase sales pitch opportunities by X number each week, etc.</i>	

<p>Roadblocks to Success <i>weaknesses, competition, outside factors such as trends, problem you are trying to solve, etc.</i></p>	
<p>Opportunities for Success <i>new products, company strengths, outside factors such as trends</i></p>	
<p>Marketing events and/or activities you have already planned for the next 6-12 months with timeline</p>	
<p>Marketing vehicles you have used with success</p>	
<p>Marketing vehicles you have used without success</p>	

If you would like free feedback on your marketing for 2010, please fax this form back to us at 845-512-1577.

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