



## Strategic Planning Inventory

- Market Research
- Customer Survey
- Marketing Niche Definition
- Industry Outlook Analysis
- Media Plan
- Monthly Action Plan

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## Marketing Tactics Inventory

### Corporate Identity

- Logo
- Letterhead
- Corporate Identity
- Tag Line
- Note Cards

### Printed Matter

- Postcards
- Sell Sheets
- Print Newsletters
- Tri-Fold Brochures
- Portfolio Book
- Referral Program
- Pocket Folder
- Catalog
- Call-to-Action Coupon
- Tips/Techniques Sheet



### Marketing Support

- Customers Mailing List
- Media Kit
- Press Releases
- Articles
- Award Sheet
- Advertisement
- Speaker Sheet
- Potential Customer List
- Trade Show Booth
- Logo Banner
- Direct Mail Letters

### Electronic Materials

- PowerPoint
- Video
- Script
- Blog
- Web Site
- Email Newsletter
- On Hold Message
- Audio CD



### Advertising Specialties

- Imprinted Pens
- Logo Shirts
- Logo Pads

## Marketing ROI Measurement Inventory

- Request for Information
- Request for Quote
- Presentations Done
- Proposals Made
- New Customers Signed
- "Where did you hear?" chart
- Media Clippings
- Brand Awareness
- Budget to Actual
- Google Ranking Chart
- Website Links Chart
- "What did you hear?" chart

