Ranseen Marketing Do it Online

Marketing SWOT Analysis Worksheet

	Do you have this…do this Marketing activity?	Is the information accurate & up-to-date	Does it include your USP (Unique Selling Proposition?	Are Benefits as/more prominent than Features?	Does it include a "compelling" offer?	Last developed & then implemented?	Frequency of initiative?	What measurable (or other) result?	Is this stuff truly high quality…or not?
Marketing Types									
Add your own subcategories & specific initiatives as appropriate -- and note that not all boxes may be relevant for your business									
ONLINE Marketing									
Website									
SEO directory memberships									
SEO—other organic marketing									
PPC search engine marketing									
Online ad banners (on other sites)									
Email campaigns									
Webinars/online infomercials/sales demos									
Other Online Marketing									
PRINT Marketing									
Basic print collaterals: business cards, letterhead, etc									
Company brochure									
Product/Service (detail) pieces									
White papers/Articles									
Case studies/customer stories									
Print advertising									
Direct Mail									
PowerPoint sales presentations									
Other Print									
***PUBLIC RELATIONS* Marketing**									
Online press releases									
Offline press releases									
Other promotional events									
Other PR									
***TRADESHOW* Marketing**									
Tradeshows									
Tradeshow booth									
Promotional items/giveaways									
Promotional events									
MEDIA Marketing									
TV									
Radio									

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Marketing Types									
Add your own subcategories & specific initiatives as appropriate -- and note that not all boxes may be relevant for your business									
Other Media									
***OTHER* Marketing**									
Telemarketing (cold calling scripts, etc)									
Personal networking (meetings, etc)									
Billboard/other display									
Other marketing									
Proposals etc.									
Marketing/Sales proposals									
Marketing/Sales RPPs									
Marketing/Sales Quotes									

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