Marketing Strategy Review

Directions: In the table below, list the marketing strategies or tactics that you've tried, and the results.

Strategy or Tactic: Note what marketing method you tried. For example, direct mail, online banner advertising, charity donation, posting on Twitter, setting up a Facebook fan page, sending out a newsletter, etc.
Date: When did you try it? If your business has evolved or you've better discovered your target market the tactic may be worth trying again.
Type: Check the box for "one time" or "on-going" strategy. Would it have produced better results with more time?
Results: Check the box to indicate what type of results you got from the strategy.

Strategy or Tactic	**Date**	**Type**		**Results**			
		One Time	On-Going	Worked Great	Worked Okay	Didn't Work	Don't Know

Important Action Steps:
- Do MORE of what is working – if it's working, keep at it!
- TRACK anything you don't know the results of. Find help if you don't know where to begin, but you've GOT to track your marketing so you can make wise decisions on what to stop and what to continue.
- STOP doing what's not working, until you figure out why. It may be the wrong strategy or it may be the way you implemented it.

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