



Marketing Is Us

The Marketing Is Us Mini Marketing Health Check

1. Do you want to increase revenue and profitability?
 Yes No
2. Do you know your most profitable products/services?
 Yes No
3. Do you know the potential of your market – in \$ terms and number of customers?
 Yes No
4. Can you profile your ideal customer?
 Yes No
5. Do you know how to best reach your ideal customer?
 Yes No
6. Can you name your competitors?
 Yes No
7. Do you know your Unique Selling Proposition?
 Yes No
8. Have you set measurable objectives for your business and/or your marketing?
 Yes No
9. Do you audit your marketing regularly?
 Yes No
10. Do you have a marketing plan?
 Yes No

How healthy is your marketing?

Less than 5 Yes's

You want to **grow your business** but not sure how.

5- 7 Yes's

You are undertaking some marketing activity – but could be healthier. A holistic and integrated approach covering all these aspects would be valuable to your business.

Ask us about our Mini Marketing Plan!

8-10 Yes's

Great start! But there is always more to do.



Marketing Is Us can assist you achieve your business objectives by providing cost effective, strategic marketing solutions to grow your business. Founder, Anne Sorensen has more than 20 years senior marketing experience and is a Certified Practising Marketer with the Australian Marketing Institute. We're keen to assist your business. Please call Anne on **0408 713 024** or email: anne@marketingisus.com.au for free consultation to discuss your marketing needs. We look forward to assisting you.