

* buzz *



media

Buzz Media Worksheet

ASSESS, SET GOALS, CHOOSE STRATEGY & MAKE YOUR BIZ BUZZ

- What marketing are you currently doing?
- Anything not working for you?
- What is your business story?
- What are you great at, maybe better than anyone else around?
- Who do you want to reach?
- What business aspect do you want to grow?
- What message do you want told?
- What do you want to accomplish with this year's marketing cycle?
- What barriers do you see for reaching your audience?
- What assets do you have (happy clients, peer referrals, etc.)?
- Ask yourself when doing marketing plan: 1) Does this tell my unique story in my voice? 2) Does this build lasting relationships with customers? 3) Is the likely income generated greater than the cost?
- Marketing Strategies to choose from:
 - Website, Search & Google
 - Testimonials and Reviews
 - Social Media
 - Eblasts, direct marketing
 - News media and outreach
 - Signage
 - Swag
 - Community & Charity
 - Business Partnerships
- Next steps: which of the key marketing assets do you want to prioritize and what steps will you take for each (do yourself, hire pro, ask peers for referrals, delegate to staff, etc.)
 - Logo:** simple, clean, square & rectangle versions - must look good postage stamp sized, read clearly and reflect your values/mission. Brief tagline is an asset.
 - Contact:** phone number, email, address (if relevant) make sure it's accurate & searchable across platforms
 - Testimonials** and Reviews - either online or system to gather & share on platforms
 - Social Media** that can be feasibly updated and that your customers use
 - Photos, graphics,** video if appropriate: you must have imagery to market
 - Direct marketing** to your demographic; through point of sale platform (i.e. square), eblasts, newsletters, newspaper, trade journals, flyers, mailings, radio, tv, web ads
 - Motivators:** specials, loyalty program, swag; reward referrals, testimonials & shares
 - Reminders** & Wayfinding: signs, nametags, stickers, auto magnets, listings & event calendars
 - Strategy** for community, charity, events, & collaborations