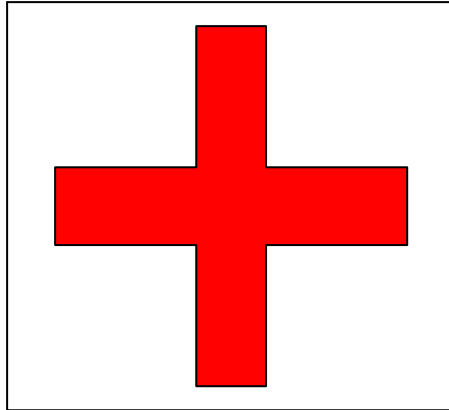


Direct Marketing Solutions



3-D Marketing Healthcheck

15 powerful questions to help you construct a marketing 'backbone' for your business - large or small – using DMS' exclusive 3-D marketing system:

- ✓ **Define the Strategy**
- ✓ **Develop the Material**
- ✓ **Deliver the Dream!**

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DMS 3-D Marketing Healthcheck

Welcome to the DMS Marketing Healthcheck, designed as a self-help questionnaire to pinpoint areas of your business marketing plan which may need some attention.

Together, the 3 sections included here – Define, Develop and Deliver! – cover the essential elements of any marketing plan. By answering the 5 questions in each section honestly and as accurately as you can, with a score out of 10, you will end up with an overall score out of 150.

There is no wrong or right answer. The questionnaire should take you no more than 15 minutes to complete. (Based on experience to date, businesses with a sound marketing plan and a definite purpose for their business will have an overall score of 113+. Those with some work to do on one section will score 68 – 112 and those with major flaws in their strategy – or no strategy at all! – will score less than 68.)

Based on the score you obtain for each section (out of 50) you will be able to tell which of the 3 sections requires most attention first and, within that section, you will be able to see which specific area is weakest. Clearly, by paying attention to the weakest areas first gives you greatest potential for improvement in your results.

You can download the questionnaire in PDF format for completion in your own time, or simply complete the form and review it online.

If you have any questions about the DMS Marketing Healthcheck, or would like DMS to help you with any specific areas of your marketing plan, please do not hesitate to contact us by email: healthcheck@response-dms.co.uk attaching a copy of your completed questionnaire.

Good luck!

David Cooper

PS If you have particular problems with defining your Unique Selling Proposition or Competitive Advantage (and many companies find this very difficult) you can sign up for DMS' exclusive **USP Generator System**. We work with you to define your USP, then write it in a variety of formats (Elevator Speech, Strapline, Executive Summary, Audio logo) so you can use it in all your marketing material. Call 01803 875522 or email USP@response-dms.co.uk for details.

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Defining the Strategy... Developing the Material... Delivering your Dreams!



DMS 3-D Marketing Healthcheck

Part I - Define

Defining the Strategy

This section looks at the fundamentals of your business and asks some basic questions about the reasons you are doing what you are doing – and whether you can tell others what you do – and why they should bother to do business with you.

SCORE

1 = low
10 = high

What are your business objectives?

I have a well-defined objective for my business and I am clear about how I will achieve those objectives. My marketing plan is in complete alignment with my business objectives.

What do you do?

I have a clearly articulated customer-focused statement which explains what problems my products/services solve and what solutions they provide for customers. I always use this statement, or a condensed version of it, to express to potential customers how I can help them.

Who are your customers?

I know who my customers/clients are, where I can find them, what their major problems are and what specific benefits they would receive by using my products/services.

What makes you different from everyone else?

I have a well-defined Unique Selling Proposition or Competitive Advantage that explains why my products/services are different from my competitors and what results they will give my clients.

Do you have a clear marketing strategy?

I have a well-thought through marketing strategy which defines how I will acquire new customers, how many I want, what average orders I expect from them and how frequently they will buy from me.

TOTAL SCORE FOR THIS SECTION

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Part 2 - Develop

Developing your Material

Once you have clarified what your business objectives are and what you can do for your customers, you need to advertise your business to your prospects and potential customers through well written and designed material.

Is your corporate identity congruent with your marketing objectives?

I have an attractive and appropriate "corporate identity" with business cards and letterhead printed with my own unique company logo and incorporating a strapline which expresses the unique benefits of using my products/services.

SCORE

1 = low
10 = high

Are the benefits clearly expressed?

What my products/services can do for my clients is clearly presented in my brochures, leaflets, catalogues and web site in a format that always answers their question: "What's in it for me?"

Do your marketing materials use powerful, emotion-led copy?

In my leaflets, sales letters and web site I use emotion-led copy, alternative headlines and other copywriting techniques such as bullet points, indented paragraphs and testimonials and constantly seek ways to improve response.

What's the offer?

I use special offers or incentives in my marketing material to give potential clients a reason to buy from me or to respond faster.

How much do you charge?

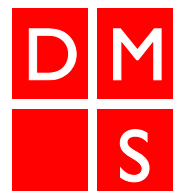
I have a well-defined pricing strategy, terms and conditions and proposal outline so there is never any ambiguity or misunderstanding. I always make sure customers understand what they are getting and how and when I expect them to pay for it.

TOTAL SCORE FOR THIS SECTION

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DMS 3-D Marketing Healthcheck

Part 3 - Deliver

Delivering your Dreams!

The third part of the marketing process is to deliver your message in a way that helps you achieve your objectives. It's what I call Delivering your Dreams! It's the support system that generates more and more business and helps you maintain relationships with your existing customers.

SCORE

1 = low
10 = high

Do you have an active Referral System?

I have a defined process to actively generate referrals from existing customers.

Do you maintain your visibility in your marketplace?

I stay visible to my target market and expand my credibility through networking, speaking to groups, through my web site and by writing and publishing articles.

Are you in regular communication with existing and past customers?

I keep in touch with clients and prospects on a regular basis through a newsletter, eZine or other mailings, or by phone.

Do you walk your talk?

I have a well-structured and well-organized presentation designed to inform new prospects how I can solve their problems and meet their objectives. My business presentation is in line with my personal presentation

Do you keep your promises?

I make clear, unambiguous promises for what I will deliver and what results clients can expect when I undertake an assignment or project. I keep my word. I always give them more than they expect.

TOTAL SCORE FOR THIS SECTION

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DMS 3-D Marketing Healthcheck

Now, add up your 3 section scores to give yourself a total score.

TOTAL SCORE FOR **Define**

TOTAL SCORE FOR **Develop**

TOTAL SCORE FOR **Deliver!**

GRAND TOTAL FOR 3 SECTIONS

Actions to take!

We hope you found the questionnaire helpful and thought-provoking! The key to success, however, is taking action. Here are a few immediate actions you should take to make the Healthcheck beneficial.

1. Review which section has the lowest overall score, then resolve to spend some time on making improvements to this section
2. Review the lowest scores in each of the 3 sections and resolve to take specific actions to improve each element.
3. Give yourself a timetable to implement the changes you decide upon.

Further information available.

This Marketing Healthcheck questionnaire covers only a small number of elementary but critical aspects of marketing strategy for any business. Behind each of the 3 sections and each of the 15 questions there are a huge number of supplementary questions and actions to take. If you would like to discuss any of these sections in more depth – or if you need help in putting together a complete marketing strategy for your business – please email healthcheck@response-dms.co.uk attaching a copy of your completed questionnaire.

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