

# Marketing Info Worksheet

## CREATE EFFECTIVE MARKETING MATERIALS THAT MEET YOUR NEEDS

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- What is the nature of your business or organization? Who is your intended audience or customer?
- What specific event, product or service are you selling or promoting? What are your goals? How will you measure the results?
- Who is your competition? What sets you apart from your competition? How do they promote their event, product or service that you like or believe to be effective?
- What are your specific features and how do they benefit your audience? What is your objective? What is your most important message?
- What action do you want your audience to do after they seen this: respond by calling, make a purchase, email, attend an event, visit your website?
- What is the best vehicle/product for your message (poster, brochure, postcard, other)? Examine any samples you may have from competitors or other industries: what do you like or dislike about the sample?
- How will it be distributed (mailed to target audience, pick-up item at booth, etc.)?
- When do you need it? What are your target dates for completion, proofing, production, distribution? Reverse-schedule to allow sufficient time accordingly from the must-have date.
- What is your budget?
- Is the text/copy written? If not, who will write it? Do you have photos or other artwork you wish to use? Are new/additional photos to be taken; by whom? Is stock photography an option?
- What have you done before? What worked? What didn't? Why? How will this publication fit in with or match your other publications? What role will the web play in supporting this project? Include reference to your website if you have one.
- What about style, attitude and tone? Consider your preferences: traditional, formal, fun, straightforward, fresh, funky, elegant, frilly, masculine, casual, contemporary, precise, metallic, organic, sleek, fast, strong, vivid, soft, airy, solid, bright, clean, bold, classic, elegant, dramatic, graceful, informal, urban, suburban, rural, sophisticated, striking, futuristic, modern, fast-paced, technical, stable, trustworthy, historic, natural, simple, elaborate, modular, free-form, strong, floating, dreamy, intense, etc.
- If it is to be mailed: Do you have a valid mailing list? Who will address, stuff, label, etc.? What other materials will accompany it? Do you need a specialized carrier envelope? (e.g. "Here's the material you requested!")

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