



CHECKLIST: Accomplishing Our Marketing Objectives

Who can best help us define and achieve our strategy, positioning, and targeted marketing goals? What criteria should we consider in order to select the right marketing specialists for our business?

MARKETPOWER	Traditional Ad Agencies
<i>Use a 1-10 Ranking Scale or Comments</i>	
Do they demonstrate <i>strategic insight into our business</i> – beyond “order-taking” or “fill-in-the-blanks” tactics – so that they can do an effective job of clarifying our needs and producing results?	
Do they offer <i>essential integration</i> of insightful strategic thinking ...proven marketing tactics...and powerful creative execution?	
<i>What credentials, certification and client experience</i> do they have, that relate to our needs? Who really works with us, day to day?	
Have they demonstrated their ability to develop <i>incisive positioning and branding</i> (including taglines, logos, corporate ID, introductory campaigns, etc.)...critical for marketplace differentiation?	
Do they have <i>practical skills in the techniques of Direct Marketing</i> (a.k.a. Database or Relationship Marketing) so they can really help us generate leads or sales from our target audience and sub-markets?	
<i>Can they effectively develop programs</i> , including testing, leads, sales, two-step programs, continuity, loyalty/retention, traffic-building, cross-selling and other focused business-building programs?	
Can they help us produce strategic and tactical programs that are <i>integrated with advertising & promotions</i> ...and give us <i>synergy</i> ?	
Do they get recognition from their peers for <i>award-winning creative</i> ...and <i>results</i> ? Do we like their stuff...is it strong...does it sell?	
Do they offer anything else that’s special which would help us? Are we getting good value...are the terms okay?	
Can they address our needs for _____ (any other criteria):	