

As you set goals and budgets for 2013, use this handy checklist of marketing tactics. It will quickly guide you to select and prioritize programs you need to accomplish to achieve your goals and meet your budget.

After you run through the checklist, your next step is to determine which of the “must have” program elements you can handle in-house, and which will require a trusted partner.

2013 SmartMarketing™ Checklist

PROGRAMS	GOOD TO GO	DON'T NEED	NICE TO HAVE	MUST HAVE
MARKET RESEARCH				
Competitive analysis & evaluation				
Did-you-buy and other surveys				
Taste panels				
Customer, distributor, chef attitude and usage surveys				
BRAND DEVELOPMENT				
Competitive analysis				
Brand position review/development				
Key message review/development				
Name generation				
Logo design				
Identity program				
SALES SUPPORT				
Competitive analysis				
Video presentations - sales, testimonials, demos, applications, instructional, training, customer support, trouble shooting, etc.				
Print and electronic presentations to operators, distributors, reps, consultants, consumers, etc.				
ROI/break-even calculators or worksheets				
Printed or downloadable capabilities presentations				
Printed or downloadable product line brochures, product sheets, testimonials, spec sheets, comparison sheets				

PROGRAMS	GOOD TO GO	DON'T NEED	NICE TO HAVE	MUST HAVE
NEW PRODUCT INTRODUCTIONS				
Market analysis				
Sales forecasting				
Branding/naming				
Logo/label design				
Product demonstration development				
Launch campaign				
Trade show launch support				
TRADE SHOWS				
Booth design				
Booth construction				
Booth merchandising				
Pre-show lead generation				
At-show promotion				
Post-show lead conversion				
WEB DESIGN & CONTENT				
Competitive analysis				
Strategy and planning				
Development and programming				
Database design and development				
Creative and content				
Site applications: search, locators, product databases, shopping carts, etc.				
Flash production				
Video production				
Analytics				
DIGITAL MARKETING				
Competitive analysis				
Strategy development				
Social media				
Mobile (iPhone/iPad/Android) apps				
Blogging				
Creative				
Landing pages, microsites				
Analytics				

PROGRAMS	GOOD TO GO	DON'T NEED	NICE TO HAVE	MUST HAVE
POINT OF SALE				
Competitive evaluation				
Dealer showroom displays				
PACKAGING				
Competitive evaluation				
Creative				
Online design testing				
Printing				
DIRECT MAIL & EMAIL CAMPAIGNS				
List and database development				
Promotion/offer				
Print and digital creative				
Landing pages				
Analytics				
PUBLIC RELATIONS				
Media relations				
Existing product support				
New product intro				
Print and digital newsletters				
Event planning and execution				
Internal employee program				
Local community program				
PRINT & ONLINE ADVERTISING				
Competitive evaluation				
Media planning, negotiating, scheduling				
Print ads creative				
Online ads & landing pages creative including flash programming				

For 29 years, Benghiat Marketing & Communications has been a trusted partner to dozens of companies that provide equipment, supplies and food to the foodservice and grocery industries including, www.eaglegrp.com, www.commercial.hamiltonbeach.com, www.ajantunes.com, and www.athensfoods.com.

You can rely on our industry expertise, agnostic approach, personal attention and results orientation. We complete projects on time and within budget.

