

Marketing & Operations Inventory & Action Plan



REvisit assumptions
REview assets & resources
REassess methods
REnew relationships
REmember to measure results

Business Inventory & Action Plan Series
created by VS Consulting Collaborative
www.16WestVS.com



Marketing & Operations Inventory & Action Plan: REvisit assumptions about target market/ operations expectations

DESCRIBE YOUR TARGET MARKET

Who are they?

What motivates them and why do they need you?

Where are they?

How will they find you?

THINGS TO CONSIDER: Demographics/lifestyle/needs/wants/expectations/beliefs/concerns/aspirations

DESCRIBE YOUR OPERATIONAL CHALLENGES:

Qualified employees?

Training?

Resources/Inventory?

Waste/Leakage?

Other?

LIST EVERYONE YOU CAN ASK TO HELP IDENTIFY AND LOCATE YOUR TARGET MARKET. COULD YOU DO A SHORT &/OR ANALYZE OPERATIONS. COULD YOU DO A SURVEY? HOLD A FOCUS GROUP ? CONSULT LOCAL BUSINESS ORGANIZATIONS TO HELP WITH TARGET MARKET RESEARCH AND OPERATIONAL ANALYSIS?



Marketing & Operations Inventory & Action Plan: REview Marketing Assets & Resources

WEBSITE AND/OR BLOG URL:

WHAT TYPE OF CONTENT IS ON YOUR SITE AND/OR BLOG?

- An About page
- Staff Profiles
- Informational pages about programs/services
- Links to Social Media Sites/Blog
- Contact Information on Each Page
- Progress Reports
- Business/Organization "News"
- Real photos (not stock images)
- Video
- PowerPoint Presentations
- Audio
- Press Releases
- FAQ or Q&A
- Articles of Interest—Internally written or from other sources
- Inspirational Material—Quotes, photos, excerpts
- Favorite or Recommended Sites or Businesses
- Discussion Board/Forum

Other: _____

CHECKLISTS FOR CLARITY OR PURPOSE

- Is my business/org clearly the focus of the site?
- Is the banner/header branded?
Do I have a tagline?
- On my about page, is my audience clear?
- Is my voice/perspective clear in the content?
- Can people understand my message within 5 minutes of visiting?

CHECKLIST FOR MAXIMIZING IMPACT

- Is my brand being utilized in all aspects of the site?
- Do I have social media links fully integrated throughout the site?
- Do I have an email list signup?
- Do I have analytics installed?
- Do I allow subscriptions to the site? RSS/email?
- Do I have contact info clear?
- Have I linked reviews, praise, news and other material?



Marketing & Operations Inventory & Action Plan: REview Marketing Assets & Resources

INVENTORY NUMBER OF FANS/FRIENDS/FOLLOWERS, LENGTH OF INVOLVEMENT (SINCE WHAT YEAR?), AND GROWTH PER MONTH IF APPLICABLE

FACEBOOK PERSONAL PROFILE

FACEBOOK FAN PAGE

TWITTER

LINKEDIN

GOOGLE PLUS

YOUTUBE

OTHER COMMUNITY SITES

CHECKLIST FOR CLARITY & PURPOSE

- If you have a Facebook page, do you have a daily or weekly posting strategy?
- If you have a Twitter account, what is your voice, perspective or focus?
- Do you have social media buttons on your website? Share buttons on all your content?
- If you participate on community sites, message boards or blogs, are they compatible or connected with your business/org message?

WHERE DO YOUR CUSTOMERS OR STAKEHOLDERS HANG OUT ONLINE? GUESS IF YOU DON'T KNOW.

TOOLS FOR EFFICIENCY & IMPACT BEING USED

- Hootsuite
- Twitterfeed
- Facebook Insights
- Google Analytics
- Buffer
- Other _____



Marketing & Operations Inventory & Action Plan: Identify & REnew Relationships

LIST NAMES OF PEOPLE IN YOUR PERSONAL AND PROFESSIONAL LIFE THAT YOU WOULD FEEL COMFORTABLE CONTACTING VIA EMAIL OR PHONE

LIST ALL ORGS, SCHOOLS, BUSINESSES, MEDIA OUTLETS, PROFESSIONAL ASSOCIATIONS, ETC YOU HAVE A RELATIONSHIP WITH

LIST THE MOST INFLUENTIAL PEOPLE WITH WHOM YOU OR YOUR BUSINESS/ORG HAVE A CLOSE CONNECTION



Marketing & Operations Inventory & Action Plan: REmember to measure marketing results

ARE YOU MEASURING THE FOLLOWING ON YOUR WEBSITE/BLOG?

Monthly Visitors

Traffic growth trend by month/year

New Visitors Vs. Repeat Visitors

Keywords that bring people to your site

Top 5-10 referrals to your site

Top ranked content

HOW CAN YOU MAKE MEASURING RESULTS A PRIORITY?

**VS
Consulting
Collaborative**



BETTER TOGETHER

Marketing & Operations Inventory & Action Plan: REmember to measure operational results

ARE YOU REGULARLY REVIEWING:

Analytics (traffic from where, when, how)?

Reports (sales, profit & loss)?

Customer/Employee Satisfaction & Retention?

Efficiency Studies (time, safety, resource mgmt.)

Growth?

**HOW CAN YOU MAKE
MEASURING RESULTS A
PRIORITY?**

