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## QUESTIONS



### How to decide where to spend my marketing budget A quick list of questions to ask when spending marketing budget

We are constantly bombarded with marketing options, exhibitions, web advertising, leaflets, radio publications and so the list goes on. Here are six simple questions you must ask before committing to spend any of your hard earned marketing budget.

**1** How many of your potential / existing clients will see that media?

**2** Is the media positioning (demographic / geographic / sector / the profile of the other advertisers) right for you?



**3** What's the message to the target audience (what are you trying to achieve)?

**4** What's the call to action to the target audience?

**5** Would whatever you're about to spend have a better effect if you spent that budget elsewhere?

**6** What is the predicted result of the campaign (how will you measure the return on investment)?

**7** How does it relate to an overall organisation marketing strategy (or the 4 P's; Product Price, Place, Promotion)?



**Before picking up the phone and committing your budget be sure it will benefit your endeavors. There is only ever one reason to carry out a marketing campaign, that is to increase the amount of business you are getting.**

**Marketing awareness is something you will grow over a long period, so be really careful about undertaking one-off isolated approaches to your market. They very rarely make any difference unless they are specific and sustained.**

**It is far better to approach your marketing by producing a thorough plan which would include:**

Goal Setting	Mission Corporate objectives
Situation Review	Marketing audit SWOT analysis
Strategy Formulation	Marketing objectives Marketing strategies Expected results
Resource Allocation	Budget Detailed implementation plan

