

Where should you focus your marketing now?

The Marketing Report Card can give you the answers you need

You can find out within a couple of hours where your greatest opportunities for improvement exist. Once you know, you can begin to create a plan. The Marketing Report Card contains 35 questions which spotlight the crucial marketing health indicators in your organization.

The purpose of this assessment is to help you prioritize your marketing projects, resources, efforts and budget. It may help you become aware of aspects of marketing your organization that you may not have considered.



STEP ONE:

- Receive the Marketing Report Card assessment which covers Branding, Messaging & Positioning, Product Presentation, Web, Market Knowledge and Strategy
- Spend an hour, or as much time as you need, with or without your team, to honestly evaluate and respond to each of the questions
- Fax or mail the assessment to us

STEP TWO:

- Arrange your 45 minute follow up session – phone or at our office
- Receive your scores in each of the six areas
- Receive a list of recommendations about where to prioritize your efforts and budget to have the greatest impact on your branding, positioning and lead-generation.

Marketing Report Card: Includes assessment, 45-minute follow up session and documentation of recommendations.

Cost: \$300

Major credit cards accepted.



To get started now, call [410.366.3309](tel:410.366.3309) or email leighk@helicoptermarketing.com. The Marketing Report Card is brought to you by Helicopter Marketing & Communications.