



**Kore Access**

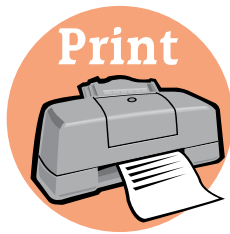
**Marketing Materials**

**Review and Evaluation Worksheet**



## Do You Meet Your Customers' Informational Needs?

Do you lose new and repeat sales because of your lack of marketing materials? Is your organization missing key opportunities to communicate with your target audience? Find out by reviewing your organization's marketing materials strategy and the customer contact points you make throughout your sales cycle with this easy-to-complete worksheet.



*Use this worksheet to outline your marketing materials strategy. Use the third page as a guide to ensure you have all the materials needed to fulfill your marketing objectives.*

**1. What is your marketing strategy?** How is that reflected in your choice of materials? (Consider your market position and penetration, competitive advantages, customer niches, and brand...)



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**2. What materials do you currently use?** How are they used? What purposes do they serve? (Example: Brochures used for trade shows, direct mail for service or product information, case studies to discuss problem issues and to disclose solutions... )



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**3. What is the primary objective for each piece?**

Does it fully address and satisfy your marketing objective? (Build brand recognition and preference, attract Web site traffic, transmit product and service information, and answer inquiries...)



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**4. How will you measure the success of your marketing objectives?**

(Response rate to inquiries, cost per lead, cost per order, conversion rate, break-even point, total sales, ROI ...)



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**5. What specifics have been determined? Are your materials where your target audience looks for information?**

(Distribution, promotion and timing of the piece, target market, number of pieces, graphics, evaluation metrics...)



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**6. What marketing materials are needed? What format is needed for the copy?**

(Brochure, newsletter, case study, white paper ...)



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**7. How will the materials and copy fit your marketing strategy and marketing campaigns?** Refer to the **Sales Cycle Customer Contact Points Assessment Chart** on the next page.



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*For additional marketing resources,  
please visit [www.koreaccess.com](http://www.koreaccess.com).*



# Kore Access

## Sales Cycle Customer Contact Points Assessment Chart

Use the blank spaces to list the marketing materials that your organization currently uses and to plan for the materials which are needed.

<b>One-on-One Materials</b>	Suggested: E-mails, Business Cards, Telephone Calls In Use: _____ Needed: _____
<b>Marketing Materials</b>	Suggested: Case Studies, White Papers In Use: _____ Needed: _____
<b>Promotional Materials</b>	Suggested: Press Releases, Claims, Proofs and Testimonials In Use: _____ Needed: _____
<b>Online Materials</b>	Suggested: Articles, Free E-Zine, Case Studies, White Papers In Use: _____ Needed: _____
<b>Presentation Materials</b>	Suggested: Customized Proposals and Reports In Use: _____ Needed: _____
<b>Negotiation Materials</b>	Suggested: Needs Assessments, Analysis and Recommendations In Use: _____ Needed: _____
<b>Sales Materials</b>	Suggested: Customized Proposals and Recommendations In Use: _____ Needed: _____
<b>Follow-Up Materials</b>	Suggested: Scheduled Customer Contacts: Postcards, Calls In Use: _____ Needed: _____