



# Kore Access

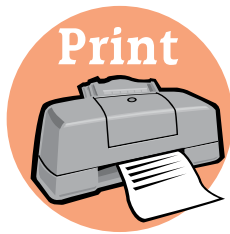
## Marketing Messages

# Review and Evaluation Worksheet



### Do You Attract the Attention of Your Audience?

Do your marketing materials' messages attract and hold the attention of buyers? Do your communications motivate potential and existing customers to buy? To find out, review your organization's marketing messages and its media channel strategy with this easy-to-complete worksheet.



Use this worksheet to outline your marketing messages and your channel strategy. Use the third page chart as a reminder of communication objectives you may have for your materials.

**1) How would you characterize your audience/customer?**

Demographics, psychographics, consumption patterns, values, lifestyle?



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**2) What writing style is appropriate?**

Active tone, conversational style, you/we? **Which "words" should you use?** Which are recognized by your customer group? What is your level of familiarity with your customers? Expert? Introductory?



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**3) What do you want your audience/ideal reader to think, feel and act?**

Does your core brand identity speak to customer attitude, preferences and likes? Do your messages promote conviction and action?



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4) **What are your customers' top priorities? Do you explain your product/service so they understand your solution?** Do you analyze and evaluate customer challenges? Do customers understand and know how to apply your solution?



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5) **Do you reach your audience where they search for information?** Are your online and offline marketing messages integrated? Do your materials address the informational needs of your readers?



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6) **Are your messages reaching your buyers at the right time?** Do you address customer concerns at each stage of the customer buying cycle? Is your message consistent from the first time contact to your follow-up?



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7) **Are your messages crafted to integrate all the above points? In other words, do your customers interact with and identify enough with your messages that they are motivated to buy?** In essence, are buyers getting the right messages in the right tone at the right time and at the right place? Refer to the **Marketing Evaluation and Customer Contact Points Chart**.



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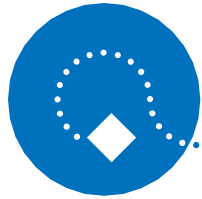
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*For additional marketing resources, please visit [www.koreaccess.com](http://www.koreaccess.com).*



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## Marketing Evaluation and Customer Contact Points

