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# MARKETING WORKOUT CHALLENGE WORKSHEETS





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## KLT Marketing Exercise #1 – Commitment Zone

### Commitment Zone

What do I expect to accomplish in 6 months with the marketing engine?

12 months?

24 months?

36 months?

Who's on the team?

What's the budget? Is my cost of marketing reasonable?





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## KLT Marketing Exercise #2 – Where am I?

Strategy	Not Confident/Confident/Command/Freedom
Understand my digital marketing presence and my competitors?	
Defined my "A" and "B" customers? Why they are good for my business? Why I am good for them?	
Core problem solving message	
Brand elements	
Know/Like/Trust/Try/Buy/Repeat/Refer	
Customer Journey	
I have a strategy/plan/schedule for the next 6 months? 9? 12?	
I am confident to build a digital presence that will align with my business goals, marketing strategy and schedule?	
Channels/Tactics/Campaigns	Scale of 1 to 10: How well is it working Know/Like/Trust?
Marketing Website	
Content	
SEO	
Email Marketing	
Paid Ads	
Social Media	
Sales Enablement	



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### KLT Marketing Exercise #3 – A’s, B’s and C’s

Growth and good growth are two different things. Successful marketing attracts more A and B customers.

#### Buyer Persona

Think about your existing best clients. Describe why they are your best clients below?

Why are you a good fit for them?

Why are they a good fit for you?

How do you get them to know you today? Like you? Trust you? Try you?

Where are they? How many are there? Do you have a good list or database of them?

What’s the problem(s) they are trying to solve?





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### KLT Marketing Exercise #4 – Channels

Organic Search	Referrals	Networking	Social Media Ads	Search Ads	Social Media Posts	Sales Person Outreach	Newsletter	Reviews	Case Studies
Blogs	Testimonials	Website	Google My Business	eGuides	Cross Promotion	Referral Alliances	TV	Newspaper	Events
Billboard	Radio	Drop Ins	Storefront Branding	Vehicle Branding	Mailers	Speaking	Company Clothing		

**Digital**

**Non-Digital**

**KNOW**


**Digital**

**Non-Digital**

**LIKE**






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Digital

Non-Digital

TRUST

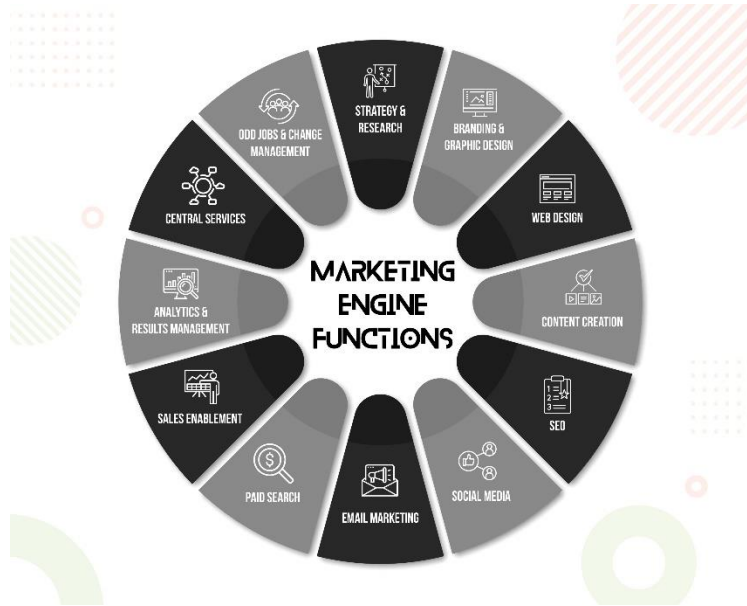





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## KLT Marketing Exercise #5 – Shoulders

Building and managing a successful marketing engine requires a combination of time, talent and financial resources. Review the marketing functions below and use the table to define who is responsible:



Digital Marketing Function	Who's Responsible
Auditing existing website, social and other digital marketing assets against competitors and current standards? (Gap analysis)	
Strategy, Tactics, Schedule	
Brand and Brand Elements	
Web Design	
Content Creation (Web Pages, Social Media, Newsletter, Video)	
Search Engine Optimization (SEO)	
Social Media (Posts and Ads)	
Search Engine Ads	
Email Marketing	
Getting Sales Personnel the marketing assets they need.	
Analytics, reporting and results management	
Non-Digital Marketing Function	Who's Responsible
Events	
Hard Copy Marketing Materials	
Clothing, Vehicles, Storefront	
Major Media Buying/Placement	
Other	