





A QUICK MARKETING CHECK-UP FOR YOU

By Shannon Cox

Is your marketing working? Here are a few quick ways to see if your messages are optimized for getting through.

	YOUR MARKETING	ASK YOUR-SELF...	TOOLS TO HELP
	Your brand & image	Do you stand out from the crowd?	Look at your logo(s), packaging, on-line presence, brand messages, brochures, signage, business cards – do they all look the same? Same colours, graphics, look and feel? Consistent message? If they don't, pick one look and theme and make it consistent everywhere you market. You want to grab people's attention and be memorable!
	Social media: Facebook, Instagram	Are you measuring your social media success? Do you know what is working and what's not?	Analyze your Facebook page with https://likealyzer.com/ and get tips FB from https://www.facebook.com/Likealyzer Analyze your Instagram account with https://simplymeasured.com/freebies/instagram-analytics or see other tools reviewed by the Social Media Examiner here https://www.socialmediatoday.com/social-networks/peteschauser/2015-07-11/5-best-free-instagram-analytics-tools
	Website	Do you have a website? Is it an ecommerce site? Is it effective? How high do you rank on web searches?	Here's a free, quick and informative analyzer: BDC Website Assessment https://www.bdc.ca/en/articles-tools/entrepreneur-toolkit/business-assessments/pages/free-website-evaluation.aspx Check your Google ranking: https://www.prchecker.info/ Add or update your Google+ page to help with search rankings. For e-commerce check out Shopify's resources – resize product images or generate QR codes for sale items: https://www.shopify.ca/tools
	Email messages	Are you getting responses? What are you sending? How often?	Check out https://mailchimp.com/ for great tips and templates for awesome email messaging. The best subject lines include key questions or tips to share. Create customized emails for your customers, based on their interests and buying history.