

Market Smarter 'Fit' Checklist

Take the Market Smarter 'Get Fit' Challenge

If you answer 8 of the 10 questions with a yes, then congratulations – You are fit.

If not, we should talk. And soon.

Our first consultation is free, so you have nothing to lose.

		YES	NO
1.	My website is optimized for search with optimized Title Tags, Header Tags and Meta Tags.	<input type="radio"/>	<input type="radio"/>
2.	I have a centralized database in place housing all customer and prospect information.	<input type="radio"/>	<input type="radio"/>
3.	I have an email marketing campaign going out to all of my customers on a monthly basis.	<input type="radio"/>	<input type="radio"/>
4.	My website and marketing materials tell stories and have robust customer testimonials and don't just list product features.	<input type="radio"/>	<input type="radio"/>
5.	I am utilizing free social media monitoring tools to help me be aware of all the conversations taking place online about the product or service that I sell.	<input type="radio"/>	<input type="radio"/>
6.	I have a well thought out marketing plan in place guiding all of my short term tactical decisions.	<input type="radio"/>	<input type="radio"/>
7.	I have a company blog that I contribute to at least 2x weekly.	<input type="radio"/>	<input type="radio"/>
8.	My company culture is 100% focused on the customer experience in ways that extend beyond the company mission statement.	<input type="radio"/>	<input type="radio"/>
9.	I measure everything I market and know the cost per lead for every channel used.	<input type="radio"/>	<input type="radio"/>
10.	I keep up with the latest marketing trends and know about free business-friendly Web 2.0 tools such as <i>Foursquare</i> , <i>Yelp</i> , <i>TweetDeck</i> , <i>Mailchimp</i> , <i>Wordpress</i> , <i>Basecamp</i> , <i>Google Analytics</i> and <i>Flickr</i> .	<input type="radio"/>	<input type="radio"/>