

Whom can you invite to play on your marketing team?

How do you define marketing?

What is the name of your brand?

Place a check-mark next to each channel you feel will benefit your customers. Use the blank rows for other channels you use, not listed below.

Channel	Use Now?	Use in Future?
Catalog		
Digital Advertising		
Direct Mail		
Direct Selling		
Email Marketing		
Events		
Networking		
SEO		

Which of the 5 senses can you use in your marketing?

- Sight
- Smell
- Sound
- Touch
- Taste

How do each of the 7Ps pertain to you and your organization?

- Product / Service:
- Price:
- Place:
- Promotion
- People:
- Processes"
- Physical Evidence:

