

# Marketing Tools Self-Assessment Guide

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I've spent some time collecting a list of all the marketing tools I can think of. This list contains 146 147 different types of tools. I know there are many more and as I collect those, I will add them to the list.

Corporations around the world have used many of these tools for a long time. In fact, it wouldn't surprise me one bit that a number of these are so commonly utilized that many business people don't even consider them to be actual marketing tools -- ex: color, business cards, letterhead, envelopes, etc. But marketing tools they are.

How many do you currently use to grow your business? How many do you use effectively? How many should you be using? Which ones should you get better at and which ones should you stop using?

Take a few minutes to take this self-assessment. Here's how I would recommend you do it:

1. Go through the list and just fill in the first column -- Yes or No, are you currently using this tool? Don't fill out the other columns yet.
2. Next go back and evaluate each of the tools you checked off. How effective are they for you? A 1 is "not effective at all" and a 5 is "extremely effective." I define effective as having a specific and measurable impact on your bottom line. This is not a "gut feeling" assessment. You need to be completely honest with yourself. For example, if you checked off "Referrals," then ask yourself, "How would I rate our ability to proactively generate referrals?" I stress the word "proactively" as important. Why? Because almost every business tells me they depend on referrals. But the fact is, a very small percentage of businesses actually have a formalized, detailed referral marketing strategy or plan in place. This exercise might take some time, but will be invaluable.
3. After completing step 2, go back and study the ratings. How many 5's do you have? How many 1's? Which ones should you stop using and which ones do you feel you should get better at? Mark an X in those you want to get better at.
4. Now go back through the list of tools you are NOT using. Which ones should you be using? Put an X in those boxes.
5. So now you have basically two parts to your project of ramping up your marketing efforts -- tools you currently use, but want to use more effectively, and tools you don't use, but should.

6. Now prioritize both lists. You may have a lot of tools you'd both like to get better at and start using, but let's be realistic. You can't pile too much on your plate. Start with the top one on both lists. Maybe you want to improve your direct mail from a self-rating of 3 to a 5 and also start using LinkedIn. You then create a plan to study resources that will help you do that. Study, then implement. Implement, then rate. Rate, then assess. Assess, then improve. Get better at this marketing stuff.

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Do you know some tools I left off? Please send them to me, so I can update my list!

And do you want to get better at this marketing stuff? Do you want to separate yourself from the competition and achieve the ultimate goal of Uncopyable Superiority? Drop me an email or call our offices today.

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	<b>Marketing Tool</b>	<b>Yes/No</b>	<b>Rating 1-5</b>	<b>Want to Improve</b>	<b>Want to Use</b>
1	Product/Service				
2	The Experience				
3	Logo				
4	Color				
5	Sensory				
6	Packaging				
7	Business cards				
8	Letterhead				
9	Envelopes				
10	The way you dress				
11	Signage				
12	Word-of-Mouth				
13	Referral				
14	Community involvement				
15	Charities				
16	Window displays				
17	POP displays				
18	Trade shows				
19	Club/Association memberships				
20	Collateral material				
21	Trade ads				
22	PR				
23	Reprints				
24	Consumer advertising				
25	Content marketing				

	<b>Marketing Tool</b>	<b>Yes/No</b>	<b>Rating 1-5</b>	<b>Want to Improve</b>	<b>Want to Use</b>
26	Inserts				
27	Face-to-face				
28	Contests				
29	Books - by other authors				
30	Books - by you				
31	Articles				
32	Speaking				
33	Gifts				
34	Research				
35	Surveys				
36	Special events				
37	Hot air balloon				
38	Distribution				
39	Gift certificates				
40	Speed				
41	Testimonials				
42	USP				
43	Reputation				
44	Follow-up				
45	Catalog/brochures				
46	Column in trade pub				
47	Guest blog				
48	Blogging				
49	Seminars/workshops				
50	Newsletter				

	<b>Marketing Tool</b>	<b>Yes/No</b>	<b>Rating 1-5</b>	<b>Want to Improve</b>	<b>Want to Use</b>
51	Demonstrations/live				
52	Demonstrations/internet				
53	Sampling				
54	First impression				
55	Last impression				
56	Classified ads				
57	Radio				
58	TV				
59	Billboards				
60	Telemarketing				
61	Sandwich boards				
62	Direct mail				
63	Postcards				
64	Greeting cards				
65	Fat mail				
66	Co-op advertising				
67	Posters				
68	Doorhangers				
69	Salespeople				
70	Database				
71	Evangelistic customers				
72	Capture customer information				
73	Back-end sales				
74	Multi-step selling				
75	Joint ventures				

	<b>Marketing Tool</b>	<b>Yes/No</b>	<b>Rating 1-5</b>	<b>Want to Improve</b>	<b>Want to Use</b>
76	Private label				
77	Up selling				
78	Add-on Point-of-sale				
79	Press releases				
80	Publicity stunts				
81	Website				
82	Squeeze pages				
83	Fax				
84	Public seminars				
85	Paid seminars				
86	Affinity marketing				
87	Autoreponders				
88	SEO/keyword marketing				
89	Backlinks				
90	White papers				
91	Customer appreciation system				
92	Customer appreciation events				
93	Drip marketing				
94	Stories				
95	Case studies				
96	Email blasts				
97	Email newsletter				
98	Google adwords				
99	Facebook ads				
100	Facebook page				

	<b>Marketing Tool</b>	<b>Yes/No</b>	<b>Rating 1-5</b>	<b>Want to Improve</b>	<b>Want to Use</b>
101	YouTube channel				
102	LinkedIn				
103	LinkedIn groups				
104	Your own LinkedIn group				
105	Twitter				
106	Video - DVD				
107	Video - online				
108	Online display advertising				
109	Shared links				
110	Networking - F2F				
111	Networking - online				
112	Podcasts				
113	Mobile marketing				
114	Text				
115	Social media				
116	Pinterest				
117	Digg				
118	eBay				
119	Competitive research				
120	Product/service comparisons				
121	Apps				
122	Sponsorships				
123	Personal letters				
124	Voicemail marketing				
125	Recorded 800#				

	<b>Marketing Tool</b>	<b>Yes/No</b>	<b>Rating 1-5</b>	<b>Want to Improve</b>	<b>Want to Use</b>
126	Discounts				
127	Promotions				
128	Assessments				
129	Trial offers				
130	Puppy dog marketing				
131	Groupon				
132	Cafepress				
133	Animoto				
134	Meetup				
135	Slideshare				
136	Ezine articles				
137	Scribd				
138	Teleseminars				
139	Webinars				
140	Live broadcasts				
141	Webcasts				
142	Incentives				
143	Awards				
144	Loyalty program				
145	Dog & pony shows				
146	Media tours				
147	Copywriting				