A marketing check list provides a simple means of tracking an agribusiness’s marketing activities and establishing goals. The check list should be used to record which marketing activities the business intends to pursue as well as to track the firm’s progress in meeting its goals. Let’s use Red Dawg Hot Sauce as an example. Red Dawg Hot Sauce may set a goal of placing its products in two gourmet mail order catalogs featuring hot sauce products over the next year. In the space provided for goals, Red Dawg Hot Sauce should include what part of the activity it intends to pursue, as only portions of each activity might be of interest. The following is not intended to be an exhaustive listing for a businesses marketing process, however it does provide a guide line.

There is an infinite number of marketing and promotional activities that could be implemented as a means of increasing product awareness and sales. Each type of marketing and/or promotional activity has an associated cost that needs to be considered. The marketing budget is one means of evaluating the different marketing and promotional activities under consideration and deciding on which activity to pursue. The following check list example was completed for Red Dawg Hot Sauce.
Simple Marketing Check List

Develop a company and product name.

**Goal:** Research and develop a name. Check company and product registration to make sure that the name is not taken and that the name can be reserved. Register name with the Georgia Secretary of State.

Was goal accomplished? ____ Yes ____ No.  **X** Partially

What needs to be accomplished? Need to register the name with the Secretary of State

Develop a marketing budget.

Was goal accomplished?  **X** Yes ____ No.  ____ Partially

What needs to be accomplished?

Develop business stationary systems (brochures, invoices, signs, stationary, business cards, displays, etc.).

**Goal:** Need to develop business material. Need to obtain product photographs for the brochure and web site. Need to develop a company logo to incorporate into all business materials and label.

Was goal accomplished? ____ Yes ____ No.  ____ Partially

What needs to be accomplished? Need to meet with graphic artist to design logo

Develop a list of media you would like to contact during the next year. The list should include local, regional, national and international media directed toward potential consumers. This would include news lead sources, newspapers, magazines, radio stations and television stations.

**Goal:** Investigate local print media. Determine what media exists and who they target. Investigate radio stations servicing the area. Determine what audience the radio stations serve. Identify contact with each media outlet for future advertising and promotional activities. Investigate local television shows that focus on the area. Morning shows highlight area businesses in special segments, i.e., cooking segment. Contact local cable provider to determine the feasibility of local advertising.

Was goal accomplished?  ____ Yes ____ No  **X** Partially

What needs to be accomplished? Need to contact local television stations to identify cooking segment contact.

Explore promotional activities - see about giving Red Dawg hot sauce away as part of radio stations call-in promotions. Obtain list of food editors in area.

Develop a list of key people who will be provided product samples at appropriate occasions.

**Goal:** Compile a detailed list of food editors and store buyers.

Was goal accomplished?  **X** Yes ____ No ____ Partially
What needs to be accomplished?

Develop a list of trade shows you plan to attend.

**Goal:** Investigate the specialty food industry to identify specialty food show in the Southeast. Determine when the shows start, cost of obtaining a booth, how to register and the types of attendees the shows generally draw. Talk to other specialty food businesses and ask their opinion of each show. Develop a short list of shows that Red Dawg will attend.

Was goal accomplished? ____ Yes ____ No  X  Partially

What needs to be accomplished? Have developed a list of southeastern trade shows. Have not contacted other specialty food businesses to determine which shows are viable and which are not.

Develop a list of specialty and gourmet shops you plan to call on during the next year.

**Goal:** Drive around and call area Chambers of Commerce to identify specialty shops that may be willing to carry Red Dawg Hot Sauces. Contact the Georgia Specialty Food Association and ask for a list of specialty food shops. Contact the Center for Agribusiness and Economic Development to see if they have a list of specialty food stores.

Was goal accomplished?  X  Yes  ___ No  ___ Partially

What needs to be accomplished? ________________________________

Develop a list of mail order catalogs you plan to contact during the next year.

**Goal:** Identify all mail order catalogs that market specialty foods. Contact each catalog to who they target, see if they would consider a new hot sauce product and determine how to get products included in the catalog.

Was goal accomplished?  ____ Yes  ____ No  ____ X  Partially

What needs to be accomplished? Have developed a list of mail order catalogs, have not contacted any of them about getting Red Dawg Hot Sauce included.

Develop a list of gift basket companies you want to contact during the next year.

**Goal:** Red Dawg has identified and contacted five gift basket companies.

Was goal accomplished?  X  Yes  ____ No  ____ Partially

What needs to be accomplished? ________________________________
Develop Red Dawg’s Web site and update it regularly.

**Goal:** Find a web developer and develop a functional web site. The web site will promote products as well allow customers to purchase products online. Need to contact and five web developers. Have each developer submit a bid for the web site and make a selection. Have web site up by end of calendar year.

Was goal accomplished? ____ Yes ____ No ____ Partially

What needs to be accomplished? Have not found a web developer.

Start compiling a mailing list, including both businesses and consumers. A good place to start is with current customers. Keep name and contact information for anyone or any business who orders a product though the mail, catalogs, telephone or website.

**Goal:** Develop a working mailing list. Want to develop a spreadsheet to track who is buying what and how often. Will use this to market new products and promote existing products.

Was goal accomplished? ____ Yes ____ No ____ Partially

What needs to be accomplished?

Develop a list of specialty food brokers you want to contact during the next year.

**Goal:** Identify five specialty food brokers. Select a broker to carry Red Dawg Hot Sauces.

Was goal accomplished? ____ Yes ____ No ____ Partially

What needs to be accomplished?

This simple check list provides a means of developing marketing strategies, recording them and tracking their implementation. It is important to set goals, work toward them and successfully complete them. Remember, as a entrepreneur, it is up to you to successfully market your products and services. You have to be your company’s cheerleader.

**Marketing Check List Form**

Develop a company and product name.

**Goal:**

Was goal accomplished? ____ Yes ____ No ____ Partially

What needs to be accomplished?

Develop a marketing budget.

Was goal accomplished? ____ Yes ____ No ____ Partially

What needs to be accomplished?
Develop business stationary systems (brochures, invoices, signs, stationary, business cards, displays, etc.).

**Goal:**

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Was goal accomplished? ____ Yes ____ No ____ Partially

What needs to be accomplished?

Develop a list of media you would like to contact during the next year. The list should include local, regional, national and international media directed toward potential consumers. This would include news lead sources, newspapers, magazines, radio stations and television stations.

**Goal:**

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Was goal accomplished? ____ Yes ____ No ____ Partially

What needs to be accomplished?

Develop a list of key people (i.e., food critics and food editors) who will be provided product samples at appropriate occasions.

**Goal:**

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Was goal accomplished? ____ Yes ____ No ____ Partially

What needs to be accomplished?

Develop a list of trade shows you plan to attend.

**Goal:**

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Was goal accomplished? ____ Yes ____ No ____ Partially

What needs to be accomplished?

Develop a list of specialty retail outlets you plan to call on during the next year.
Develop a list of mail order catalogs you plan to contact during the next year.

Goal:

Was goal accomplished? ____ Yes ____ No ____ Partially

What needs to be accomplished?

Develop a list of gift basket companies you want to contact during the next year.

Goal:

Was goal accomplished? ____ Yes ____ No ____ Partially

What needs to be accomplished?

Develop Red Dawg’s Web site.

Goal:

Was goal accomplished? ____ Yes ____ No.
Start compiling a mailing list, including both businesses and consumers. A good place to start is with current customers. Keep name and contact information for anyone or any business who orders a product though the mail, catalogs, telephone or website.

**Goal:**

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Was goal accomplished? ____ Yes ____ No.

Develop a list of specialty food brokers you want to contact during the next year.

**Goal:**

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Was goal accomplished? ____ Yes ____ No.