

Marketing Compass Worksheet

Weekly Marketing Activities	Date Completed	Details
Ask for testimonials		
Attend a networking event		
Buy advertising space		
Call 2-3 existing customers		
Call peer to compare notes		
Conduct exit interview with lost customers		
Contact radio station		
Contact tv station		
Follow up on proposals		
Hold staff meeting to acquaint staff with marketing activities		
Other social media		
Pursue referrals		
Read a marketing book		
Review your email signature		
Send a press release		
Twitter		
Update web site		
Write a blog entry		
Write Letter of introduction		
Write thank you notes		
Monthly Marketing Activities		
Donate pro bono work		
Publish & distribute e-letter		
Review your marketing materials		
Schedule a presentation		
Write an article		
Quarterly Marketing Activities		
Attend a seminar		
Host customer event		
Review the source of your business		
Send business gift (book) to your best client(s)		



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