

Marketing Collateral Quality Test



Run this test against all your individual marketing pieces.
Website, flyers, ads – the principles apply to them all. Are you 'up to scratch'?
Score each item out of 10 and then total for a score out of 100.

1. Crystal Clear Objective

What's the purpose of this marketing piece?
What does it want people to do? Is it obvious?

2. Not Boring

Is it the same as everyone else in your market?
If you replaced your logos with your competitors would it still make sense?
Is the language 'normal', not corporate, or uppity?
Are the Images interesting and creative and not 'same-old, same-old' cliched stock pics?
Will they remember anything about it 10 minutes after they've stopped reading/visiting?

3. Clear Positioning

Is it obvious and clear why they should choose you over your competitors?
Does it contain helpful stuff that's useful and shows you are an 'authority' ?

4. Personable & Relatable

People buy people, remember...
Are you in/on it?
Does it include photos & videos of you and your team?

5. Video

No excuses. No inhibitions. It's time. You need both of these:
- You and your team, being helpful and 'passionately educating' your prospects?
- Your clients talking about you on video?

6. Awards/Accreditations

If you've got it, flaunt it. Do not hide any lights under any bushels!

7. Links to independent Review sites

Showcase the reviews and stars you have on whichever site/s is most relevant for your sector.
E.g. Google, TripAdvisor, Trustpilot, thebestof, etc.
Absolutely essential for almost every business. Mustn't be missed out.

8. Testimonials

Not as good as reviews from independent sites but useful nonetheless.
Must be PROPERLY displayed to count. That means:
photo, name and a headline that summarises message.
Rule for website: At least 4 testimonials for every year you've been in business

9. Strong Offer

Is there a strong reason for them to take action now?

10. Multiple, clear, 'Calls To Action'

"At least four, probably more..."

Total Score