

# Marketing and Advertising

To get the most out of your advertising, your goal should be to create an **E**\_\_\_\_\_ **P**\_\_\_\_\_ in a target market and to reach and motivate a sufficient number of consumers so that your business can realize a specific growth objective.

What is your equity position? It's when people think of your business when they have a need for the product or service that you provide.

The **T**\_\_\_\_\_ Equity Position is when the consumer thinks of that business **f**\_\_\_\_\_!

You certainly want to establish an Equity Position, and should strive to have Top Equity Position... **d**\_\_\_\_\_ this **s**\_\_\_\_\_ from your media partners!

**M**\_\_\_\_\_ **I**\_\_\_\_\_: People (consumers and potential consumers) will perceive your business the way your advertising represents your business.

THAT MEANS **E**\_\_\_\_\_, from the way the phone is answered, to the cleanliness of the place of business, to the advertising, to the after-sale customer service.

## The Marketing Audit to Success

Business Element	1 to 10 Poor to Excellent	Next Steps
Location		
Employees		
Service		
Telephone		
Signage		
Inventory		
Advertising		
Website		
Reception		
Store Visibility		
Name Recognition		
Parking		
Reputation		
Name		
Pricing		