

---

# Business *Wrap*



---

# Module 1

Marketing, Communication and Social Media

## WHO KNOWS ABOUT YOUR BUSINESS?

---



*Business has only two functions. Marketing and innovation. - Milan Kundera*

In this module, you'll assess your current marketing, communication and social media strategies, identify what is working well and locate the gaps and 'dead wood' in your current approach. You'll set goals for these aspects of your business for the next 12 months.

If any of the questions in the Business Wrap are not applicable to you and/or your business right now, or if you don't know how to answer them, the **My 15 Minutes - Small Business** program will provide you with clear tasks to move your business forward in each of the key areas. The purpose of the Business Wrap is to evaluate the recent performance of your business and pinpoint what is and isn't working. Think of this as setting the baseline of where you are now, prior to starting the My 15 Minutes program.

## *MARKETING*

In a nutshell - who is your market, or 'ideal client'?

What problem do you solve for them or what need do you fill?

In the last 12 months, who has emerged as your key competitor/s?

What is your Unique Selling Point or Point of Difference from your key competitor/s?

Fill out the following table, listing each of the marketing strategies that you have implemented over the last twelve months, and rate the success of each, using a scale of 1 (zero impact) through to 10 (high impact).

Project	Marketing strategy	Success rating /10

Of all of the strategies that you have employed this year to market your business and its various services and/or products, which strategies represent the best return-on-investment of both time and money? Why were they successful?

Which strategies did not work at all, and why?

Which strategies were successful to an extent, but require tweaking in some way, and what will you change in future?

Technique	Tweak

## *COMMUNICATION*

Thinking now about your communication strategies over the last twelve months (not including social media), what has worked best for you in terms of:

Lead generation (ie. for your mailing list if you have one, or other ways of sourcing leads)

Conversion to paying clients

Do you have a newsletter or other form of regular communication? Y/N

How often do you send it, which day/time do you send it and are you consistent?

Over the last twelve months, what has been the average open rate for your newsletter?

Of your newsletters in the last few months, which 5 received the highest open rates, and what were the titles?

Which 5 received the lowest open rates and what were the titles?

Which 5 received the highest number of unsubscribes? If unsubscribers are asked to provide a reason for leaving - what reason/s did they give?



Looking at the table above, which form of social media is currently working best for you, and why?

Which form of social media is currently having the least impact and why?

## GOALS

What are your top 5 marketing, communication and social media goals over the next 12 months?

Strategy or approach	Primary goal	How it will be measured

Notes