

INTERNET MARKETING READINESS CHECKLIST

Are you getting the most out of your Internet marketing? This checklist for internet marketing preparedness offers you a practical list of the top seven (7) readiness considerations to ensure that you are getting the most out of your internet marketing.

1. Do you really know who your best customers are?

Before you begin marketing to your customers online, you need to understand who they are and most importantly who your best customers are. These are the folks who are likely to be most receptive to your online marketing efforts.

2. Have you thoroughly researched your customers' needs and wants?

Talking to your customers and understanding why they buy from you is critical. In fact understanding what they really need and want as well as what turns them off are paramount to speaking to them.

3. Do you ask your customers for permission to collect data on them?

Asking permission to collect data from your customers, and their agreement, says that they want to develop a relationship with you. They are putting their trust in you. Having this data is critical to start your internet marketing efforts.

4. Does your organization offer products and services that stand out in terms of quality, style and value?

It is important to have sound (tried and true) products and services. Marketing offline can be controlled to a certain extent but going online opens a whole new world to your customers and the feedback is out there for all to see - the good, the bad and certainly the ugly about your product and services. The great potential is that if you have awesome products, online marketing opens up a tremendous new revenue stream.

5. Do you have a best customer program that promotes loyalty?

An existing best customer program can be utilized to further promote loyalty with your customers online. Also, most programs collect data and information about your customer's wants and needs that can be leveraged to the development of your online marketing plan.

6. Have you formulated your pricing model for the e-business era?

If part of your internet marketing plan includes an e-commerce component (goods and services are purchased online) you must develop your pricing model specific to the web. You need to ensure there is alignment or a differentiated strategy with your offline pricing. You also need to consider which technology will help you achieve your e-commerce goals.

7. Have you developed a strategy that utilizes the Web and other touch-points?

It is important to understand best practices around how and when your customers interact with you. For example, do they contact you via customer service centre or email, do they buy goods in a bricks and mortar location. It is critical to understand when, where and why your customers contact you. This is often accomplished through the development of a touch map. By understanding all the touch-points, you will be able to best plan how to integrate online marketing efforts into your overall customer contact strategy.

8. Have you defined your brand personality for the era of e-business?

Do you have a good handle on what you want your brand to say? It is important to note that your brand personality may need to be different but certainly complementary to your offline brand.

Doing your homework prior to launching your internet marketing plan will ensure real and meaningful success for your organization.