

# Start Evolving

Company Name

Contact Name

Position

Email Address

Tel No

Address

Postcode

Key Stakeholders

Business Plan

Marketing Plan

Marketing Budget

Sales Strategy

Main 3 areas to focus on over the next 3 months

1.	2.	3.

Marketing

Website

Google Analytics

Google My Business

Social Media

# Marketing

Direct Mail

Newsletters

Email Campaigns

Blogs

PR

Testimonials

# Marketing

Case Studies

Videos

Events

Webinars

Advertising

Promotion



# Marketing

SMS

Collateral

FAQ's

Products/Services

Awards

Online Forms

*Sales*

Targets & Reports

Target Market & Sector

Client Letters

Competitors

Retention

Renewals

*Sales*

New Business

Cross Sell

Care Calls

Questionnaires

Prices

Customer Experience

Networking

## Business Processes | Systems

CRM

Intranet

Client Portal

Partners/Agreements

Systems

M.I