

Thanks for purchasing the marketing review feedback sheet from
Venture Catalyst Consulting!

The purpose of this exercise is for you to be able to get honest feedback on the marketing materials that you use to promote your business so that you can start to see those marketing materials through the eyes of your potential customers and make any necessary changes to improve them and their effectiveness.

Improved marketing materials mean an improved return on investment for you when you use them, so the sooner you can gather this information, the better.

The following pages include instructions for how to complete this exercise and use the findings to improve your marketing materials as well as a sample feedback sheet that you can print out and use right away to begin collecting feedback.

INSTRUCTIONS

To complete this marketing review exercise, complete the following steps with a minimum of 10 members of your target client group.

1. Print out the feedback sheets provided (or convert the questions into an online survey if your target customers would prefer an online version).
2. Decide which piece of marketing collateral you'd like to use for this exercise. (Typical choices are your company's website, a marketing brochure, or a sales one-pager).
3. Fill out one of the feedback sheets yourself with the responses that you think and/or hope you'll receive from participants.
4. Distribute the piece of marketing collateral and the feedback sheet to as many people within your target customer group as you can.
5. Collect and review the responses you receive on the feedback sheets, compare them to what your sheet says, and pay close attention to any patterns and discrepancies that emerge.
6. Make any necessary changes to your marketing collateral based on any consistent areas of concern that pop up.



RULES, TIPS, & GUIDELINES

As you work through this process, be sure to keep the following things in mind:

- The more people you receive feedback from, the better. You're not going to reach statistical significance but a larger sample size will make your results more accurate and meaningful.
- Remember, you're looking for ***patterns*** in the feedback, not reacting to every single comment someone makes. Not everyone will have a positive reaction to your marketing materials; that's okay and doesn't necessarily mean you need to change anything. If 80% of the people you survey have the same negative reaction to something, however, you should definitely take note and make a change.
- You are not allowed to answer questions about what something means or why something is the way it is on your marketing materials. Usually, your prospective customer would be reviewing the marketing materials without you there so you need to know how that piece of collateral holds up as a stand-alone promotion.



RULES, TIPS, & GUIDELINES (Continued)

As you work through this process, be sure to keep the following things in mind:

- You want to ask people who do not know you and do not know your business to complete this exercise or your results will be skewed by participants' previous knowledge.
- You don't need to have a strict time limit, but people shouldn't be reviewing your marketing item for 20 minutes in order to be able to fill out this super quick feedback sheet because your potential customers likely wouldn't spend that much time.
- Beyond "Business Name" the questions are listed in order of importance on the feedback sheet so pay closer attention to whether most respondents can accurately describe what your business does, for example, than to what they say to change about the marketing materials.



RULES, TIPS, & GUIDELINES (Continued)

As you work through this process, be sure to keep the following things in mind:

- When you discover areas where you need to make changes, remember that these changes should likely be made across all of your marketing materials, not just this one piece, to maintain consistency and improve customer response across the board.
- You should repeat this exercise from time to time to continually gut-check and improve your marketing materials. You know your business too well to be an objective judge of your own marketing materials, so outside feedback is absolutely essential.

This ends the guide for this exercise. The following page is unnumbered and is written addressing your participants, not you.

Good luck and let us know what you find out!



Thank you so much for agreeing to participate in this survey. As a business owner, I want to make sure that my customers are always informed about how we can best serve them so we're always trying to make sure our marketing materials are clear and helpful.

This process shouldn't take more than 5 minutes as we know that your time is very valuable. All we ask is that you take a look at our materials and then answer the questions below. That's it; no muss, no fuss.

Thank you again for your time and have a wonderful day!



What is the name of the business shown in the marketing?: _____

In one (1) sentence, please describe what this business does: _____

What sets this business apart from others like it?: _____

What are three (3) adjectives you would use to describe this business?:

1. _____

2. _____

3. _____

What do you really like about this piece of marketing? What does it do well?: _____

What would you change about this piece of marketing? _____
