

1, 2, 3 Marketing Inventory

Consistency is key when it comes to marketing success!
That means ensuring you use a consistent image and voice.
So do an inventory of all of your marketing mechanisms both on
and off-line to see where things stand. Then you can go back
and make sure you're consistent on all fronts.



Mechanism	Online	Off-line	Current Message	What we say we offer	What contact info we give
People who work for and with our organization. <i>(We started the first one for you as this is generally your biggest and most overlooked mechanism.)</i>		✓			