

**"ARE YOU MARKETING IN THE WHITE SPACE??"**

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**Marketing Needs Analysis For:**

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**Current Marketing INVENTORY**

**Online & Offline**

**Traditional**

**Non-Traditional**

Integrated (?)

- |                          |                                  |                          |                                    |
|--------------------------|----------------------------------|--------------------------|------------------------------------|
| <input type="checkbox"/> | <b>Business Card</b>             | <input type="checkbox"/> | <b>Appreciation Marketing</b>      |
| <input type="checkbox"/> | <b>Collateral</b>                | <input type="checkbox"/> | <b>Loyalty Rewards</b>             |
| <input type="checkbox"/> | <b>Website</b>                   | <input type="checkbox"/> | <b>Lead Capture</b>                |
| <input type="checkbox"/> | <b>Print / Newspaper</b>         | <input type="checkbox"/> | <b>Content / Contextual</b>        |
| <input type="checkbox"/> | <b>Referral Networking</b>       | <input type="checkbox"/> | <b>Mobile Marketing</b>            |
| <input type="checkbox"/> | <b>Networking Groups</b>         | <input type="checkbox"/> | <b>Text Message</b>                |
| <input type="checkbox"/> | <b>Chamber of Commerce</b>       | <input type="checkbox"/> | <b>LinkedIn Profile</b>            |
| <input type="checkbox"/> | <b>Direct Mail</b>               | <input type="checkbox"/> | <b>Discussion Groups</b>           |
| <input type="checkbox"/> | <b>Newsletter</b>                | <input type="checkbox"/> | <b>Facebook Biz Profile</b>        |
| <input type="checkbox"/> | <b>Post Cards</b>                | <input type="checkbox"/> | <b>Facebook Personal</b>           |
| <input type="checkbox"/> | <b>Speaking Engagement</b>       | <input type="checkbox"/> | <b>Google + Profile</b>            |
| <input type="checkbox"/> | <b>Radio / TV</b>                | <input type="checkbox"/> | <b>YouTube Channel</b>             |
| <input type="checkbox"/> | <b>On-Line Directory (s)</b>     | <input type="checkbox"/> | <b>Twitter Feed</b>                |
| <input type="checkbox"/> | <b>Yelp Merchant Circle</b>      | <input type="checkbox"/> | <b>Pinterest</b>                   |
| <input type="checkbox"/> | <b>Off-Line Directory (s)</b>    | <input type="checkbox"/> | <b>Webinar / Recorded</b>          |
| <input type="checkbox"/> | <b>Trade Associations</b>        | <input type="checkbox"/> | <b>Webinar / Live</b>              |
| <input type="checkbox"/> | <b>Professional Associations</b> | <input type="checkbox"/> | <b>Altruistic / Service Groups</b> |

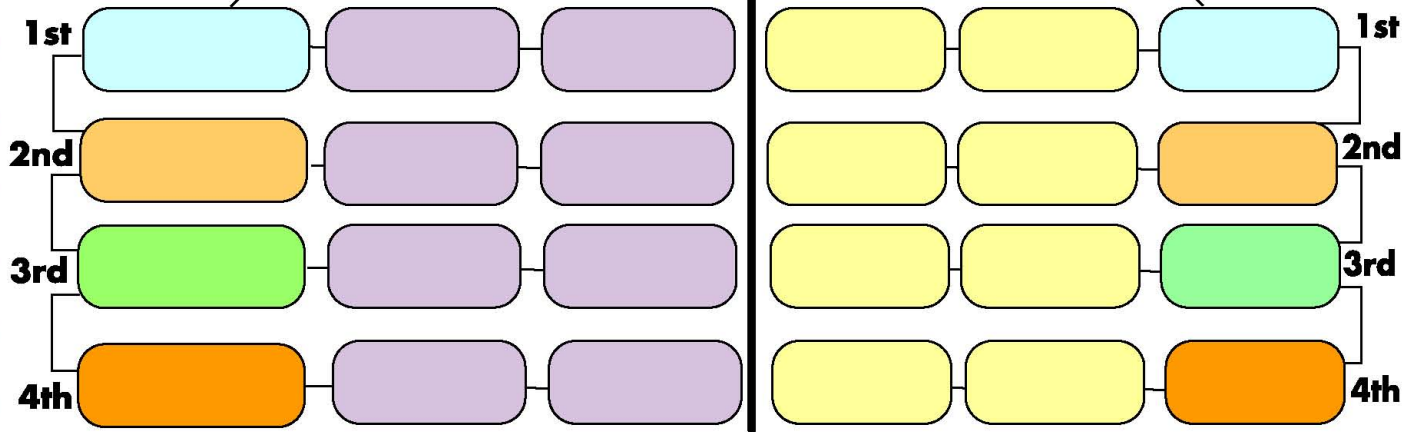
**Target Markets**

**Secondary Focus**

**Secondary Markets**

Primaty Brick & Morter Professional Business / Service  
 Secondary Brick & Morter On Line / B2B Business

**Pipelines: Initial, Qualified, A,B,C Client Follow-up**



**PROJECTED INCOME (Desired Earnings \$)** \_\_\_\_\_ . \_\_\_\_\_ **Days Marketing** \_\_\_\_\_

**Days Performing Sales / Pres (Mnth.)** \_\_\_\_\_ x **(Day Rate)** \_\_\_\_\_ = 's \$ \_\_\_\_\_

**Days Performing Actual Work for Income Generation** \_\_\_\_\_

**Pipeline Call Per Week - Initial** \_\_\_\_\_ **Qualified** \_\_\_\_\_ **Customer F.U.** \_\_\_\_\_ **Total Hours** \_\_\_\_\_

**Variable Expenses ( New Equip. / Office / Printing & Supplies)** \_\_\_\_\_ .00

**Administration HOURS** \_\_\_\_\_ (Personal) **Office HOURS (Staff)** \_\_\_\_\_ **Social Media Mar..** \_\_\_\_\_ hrs.

**Auto Expenses** \_\_\_\_\_ .00 **Networking Expenses** \_\_\_\_\_ .00 **Professional Dues Expenses** \_\_\_\_\_

**Customers Desired** \_\_\_\_\_ **Current Customers** \_\_\_\_\_ **New Customers / Referrals** \_\_\_\_\_

**Networking Hours per Week** \_\_\_\_\_ **No. of Groups (3)** \_\_\_\_\_ **No. of 1-2-1 Meetings/week** \_\_\_\_\_

**PROJECTED INCOME (Desired \$)** \_\_\_\_\_ . \_\_\_\_\_

**Days Performing Services (Mnth.)** \_\_\_\_\_

**Hours Per Week Services** \_\_\_\_\_

**Hourly Rate \$** \_\_\_\_\_ **No. Appts.** \_\_\_\_\_

**Gross Earnings: \$** \_\_\_\_\_ .00

**Marketing Hours Week** \_\_\_\_\_

**Variable Expenses ( New Equip. / Cost of Goods to perform Serv)** \_\_\_\_\_ .00

Your Vision / Challenges / Variables / "Successes To Date"

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