

# Marketing Collateral Quality Test



Run this test against all your individual marketing pieces.  
Website, flyers, ads – the principles apply to them all. Are you 'up to scratch'?  
Score each item out of 10 and then total for a score out of 100.

## 1. Crystal Clear Objective

What's the purpose of this marketing piece?  
What does it want people to do? Is it obvious?

## 2. Not Boring

*Is it the same as everyone else in your market?*  
*If you replaced your logos with your competitors would it still make sense?*  
*Is the language 'normal', not corporate, or uppity?*  
*Are the Images interesting and creative and not 'same-old, same-old' cliched stock pics?*  
*Will they remember anything about it 10 minutes after they've stopped reading/visiting?*

## 3. Clear Positioning

Is it obvious and clear why they should choose you over your competitors?  
Does it contain helpful stuff that's useful and shows you are an 'authority' ?

## 4. Personable & Relatable

People buy people, remember...  
Are you in/on it?  
Does it include photos & videos of you and your team?

## 5. Video

No excuses. No inhibitions. It's time. You need both of these:  
- You and your team, being helpful and 'passionately educating' your prospects?  
- Your clients talking about you on video?

## 6. Awards/Accreditations

If you've got it, flaunt it. Do not hide any lights under any bushels!

## 7. Links to independent Review sites

Showcase the reviews and stars you have on whichever site/s is most relevant for your sector.  
E.g. Google, TripAdvisor, Trustpilot, thebestof, etc.  
Absolutely essential for almost every business. Mustn't be missed out.

## 8. Testimonials

Not as good as reviews from independent sites but useful nonetheless.  
Must be PROPERLY displayed to count. That means:  
photo, name and a headline that summarises message.  
**Rule for website:** At least 4 testimonials for every year you've been in business

## 9. Strong Offer

Is there a strong reason for them to take action now?

## 10. Multiple, clear, 'Calls To Action'

"At least four, probably more..."

**Total Score**