Advertising checklist

Savvy tips

Once you've identified key advertising periods for your business, you need to allow plenty of time to plan, design and execute each activity.

Here's a handy checklist:

- ✓ Is there designing, copywriting, printing, mailing required?
- ✓ Is your database up to date?
- ✓ Do you need to follow up with a phone call?
- ✓ Have you included social media?
- ✓ Are your sales people briefed and ready to go?
- ✓ Are your systems in place and ready to take orders?
- ✓ Do you have plenty of stock?
- ✓ Check your validity dates - have you allowed enough time for customers to take up your offer?
- ✓ How will you accept payment – online or in store?