## MARKETING CHECKLIST



	ACTION	SOLUTION
Cn	reate	
1	Create a brand identity	This is down to you and your creativity/imagination
2	Target market	Who are you selling to?
3	Routes to market	Attend a seminar day
4	Strong web presence	Why not try our 'YourWebShop'?
De	velop	
5	Industry knowledge	See our 'Education Suite'
6	Understand your product	Contact our Print Team for decoration advise
7	Understand current trends	See our 'Education Suite'
8	Social media presence	Attend a seminar day
9	Advertise your business or brand	Attend a seminar or contact marketing
10	Develop a creative showroom	See the POS section in the 'Marketing HUB'
Gn	ow	
11	Grab the Ralawise blank brochure	Contact our sales team or search product code 'MLBLA'
12	Stock up on brand materials	Search codes 'MLBRO' and 'MLSWA'
13	Get branded POS	See the POS section in the 'Marketing HUB'
14	Attend a Ralawise Seminar Day or BuildYourBusiness show	See 'Tradeshows' or 'Events' pages

Contact

marketing@ralawise.com to join!

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