

Exercise: Module 8 - Review and Refine

1. Schedule a 6-month and 12-month marketing review. At those reviews ask yourself and your team:

6-Month Review Date	
What's worked well for the business?	
What needs to be abandoned?	



Sue Kennedy $\ensuremath{\mathbb C}$ All Rights Reserved.



What new tactics do we need to implement?	
12-Month Review Date	
What's worked well for the business?	
What needs to be abandoned?	

and the second sec

Sue Kennedy $\ensuremath{\mathbb O}$ All Rights Reserved.



What new tactics		
do we need to implement?		



Sue Kennedy $\ensuremath{\mathbb O}$ All Rights Reserved.



2. Review the course thoroughly and answer the questions below:

What have you learned about implementing low budget marketing tactics?	
What difficulties have you encountered?	
How do you plan to address these?	
What further steps can you take to become totally comfortable with the process?	
	and the set of the set of the set

Sue Kennedy \odot All Rights Reserved.



3. Use the action plan below to record your goals and what needs to happen next.

	Action to Take	Action Deadline
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

Sue Kennedy © All Rights Reserved.





Sue Kennedy $\ensuremath{\mathbb O}$ All Rights Reserved.