

Marketing Plan Charts

Take your most recent advertising/marketing promotion and ask yourself the applicable questions below:

Testimonials	
Select One	Elements of Your Advertising / Marketing Promotion
	No testimonials are present.
	Testimonial present, but it is vague and offers no specifics.
	Testimonial is unemotional and impersonal.
	Testimonial doesn't identify you or your farrier practice by name.
	Testimonials all say the same thing, they aren't categorized by how they can answer specific concerns the horse owner may have.
	Testimonial is effective, but would be even better with pictures or videos.
	Outstanding use of emotional, specific testimonials that can eliminate fears in horse owners.