

Checklist for Tracking Organizational Marketing Activities

Question	Stakeholder Responsible	Date Completed
What is the mission of the organization?		
What are the abilities and preferences of supported employment participants?		
What audience will be marketed?		
What are the needs of the customers?		
What services will be offered to satisfy customer needs?		
What are the economic trends?		
What are the outcomes expected?		
What is the message to customers?		

Question	Stakeholder Responsible	Date Completed
What are the resources?		
What is promotional plan? What tools will be used?		
How will success be determined?		