

CHECKLIST – MARKETING

This checklist is based on the Marketing question for the main categories. There will be variations on categories that have a specific question-set.

Have covered:

- Details about your target market/s
- Why these target market/s are right for your business
- Overview of the innovative approaches to marketing (strategies/activities) implemented
- The rationale (the why) for these strategies/activities
- The outcome/s of each strategy/activity, with quantifiable results
- Information is relevant to the qualifying period
- Supported answer with evidence and examples
- Supported answer with images

View the above in more detail below.

There are two parts to this question. Ensure you have covered both.

Q: What marketing strategies did you implement to attract or maintain your existing or new target markets to support business growth and/or business recovery and resilience. Why were these strategies chosen and what was the result?

This question is looking for a clear understanding of how you are marketing to your target market. Therefore:

1. You have demonstrated who your target market/s is. This includes information such as:
 - Intrastate/ domestic/ international
 - Segment, e.g., corporate, VFR, baby boomers, etc.
 - Other details: demographics (age, ethnicity, education, etc.), psychographics (interests, lifestyle, values, etc.), what motivates them, how they purchase travel, etc.
2. You have demonstrated why this target market/s is right for your business. This includes:
 - Research conducted
 - How your product meets their expectations – what were their needs and how you are meeting those needs?
3. You have provided an overview of the innovative/creative approaches to marketing (your strategies/activities) you have introduced during the qualifying period. These could have been strategies to:
 - Attract or maintain your existing or new target markets for growth and/or
 - To support business resilience and recovery

Q: What marketing strategies did you implement to attract or maintain your existing or new target markets to support business growth and/or business recovery and resilience. **Why were these strategies chosen and what was the result?**

4. You have explained the rationale for these marketing strategies/activities – why were these implemented? Your answer:

- Aligns with your target markets attributes, and where able, the local, regional or state marketing plans
- Research conducted
- Provides a clear explanation of whether the strategies were developed for business endurance, or to keep connected to your target market whilst normal business operations were unable to take place
- Your overall goals and desired outcomes

5. You have explained the outcome/s of these strategies/activities with quantifiable (number/percentage) results and evidence, and if not accomplished, you have explained why the desired outcome was not achieved.

- **Tables to detail your target market/s, and to show the alignment between goals, strategies/activities and outcomes is a good way to display the information.**
- **If you have too many strategies/activities in your submission (be mindful of the word count and spreading it across all sections), consider including the main ones only and providing a selection of strategies to demonstrate diversity.**

Don't forget:

6. You have provided evidence and examples to substantiate your claims.

7. You have included images to support your answers.

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