



Communications Audit

Marketing Communications

- 1) Do you have an existing design, logo or color scheme for your company?
- 2) Do you currently have a web site?
- 3) If so, are you interested in a redesign of your current site or reconfiguration?
- 4) Do you have regular communications with your clients, potential clients or members?
- 5) Are you interested in communicating with clients, potential clients or members on a regular basis via email, web, or direct mail?
- 6) Do your employees/members have business cards?
- 7) Do your employees/members have brochures or informational materials readily available to hand out to clients, potential clients or potential members?
- 8) Are you interested in creating a monthly/quarterly/yearly newsletter for clients, potential clients or members?
- 9) Are you interested in creating a magazine or similar publication for clients, potential clients or members?
- 10) Are you interested in securing web-based customer-satisfaction surveys?
- 11) Are you interested in surveying your members/customers on a variety of issues?
- 12) Are you interested in advertising your business/organization in print, TV, radio or web?

Public Relations

- 1) Are you interested in securing media coverage for your business or business event?
- 2) Are you interested in promoting a business event via radio or television interviews?
- 3) Do you have a press kit?
- 4) Are you interested in the creation of a press kit that can be presented to interested members of the media that may contain staff bios, press releases, business overview, brochure, historical company information?
- 5) Do you have a comprehensive public relations plan to take your businesses exposure in the media to a higher level?

Contact Miller Multimedia Solutions to find out how we can help you achieve your communications goals today!
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