

## Reality Check:

### How to Test Your Marketing Messages

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Whew! It was a busy speaking week and as always, audience members wanted to know if their infomercial, tagline, or business card was working. Of course, I have reviewed and created thousands of marketing messages, but the real issue is: *How can you create your own reality check?*

#### **Stop Inhaling Your Own Fumes!**

A little background here: most of us entrepreneurs sit alone at our computer shutting out external distractions and trying for a stroke of genius. Occasionally, we hit the jackpot. We jump up and down, celebrate, and then commit these words to our keyboard. The problem? We are talking to ourselves - we are inhaling our own fumes! Now is the time to institute a reality test.

1. **Create an “Auntie” Review** - I love to forward all of my material to my Auntie; she is not in marketing, but has tons of common sense. If it makes sense to her, it's a go! You can designate anyone *outside* of your industry to act as your reviewer.
2. **Networking Test** - Before committing to a tagline, for example, designate one event for Tagline A and another event for Tagline B. Use one exclusively throughout the mixer and gauge the reaction. Feel free to ask questions as this is part of your marketing research! Note if one outperforms the other in terms of recall, understanding, or creativity.
3. **Email Test** - If, like me, you wonder which subject line will bring the best results, split your email list in two. Have everything exactly the same *except* the subject line. Track your metrics to determine the winner for your list.
4. **Quantitative Test** - Don't worry; research is easy to conduct and analyze thanks to great resources such as these:  
[www.zoomerang.com](http://www.zoomerang.com)  
[www.surveymonkey.com](http://www.surveymonkey.com)  
[www.statpac.com/surveys](http://www.statpac.com/surveys)

Before beginning your study, make sure to study the samples given at these research sites. In fact, it's often easier and better research design if you follow one of the templates provided.

Stop questioning yourself and start asking others.

Have questions? [Fire away!](#)

Until next week....Liz

### Meet Liz Goodgold



Branding speaker and expert Liz Goodgold has over 25 years of experience working for clients such as Quaker Oats, Times Mirror, and Arco Oil as well as with small business owners and start-up. Her specialized, one-on-one branding and coaching programs spark new ideas that deliver sure-fire results. To find out how Liz can help you, contact her at [liz@redfirebranding.com](mailto:liz@redfirebranding.com)

Liz is also the author of [\*RED FIRE BRANDING: Create a Hot Personal Brand and Have Customers for Life\*](#) and [\*DUH! Marketing.\*](#)