Sample Marketing Matrix

As part of your marketing material, you may want to create a matrix of features and benefits to describe what you offer, why you offer it, and what it does for your clients. These types of tables can impart plenty of concentrated information in a relatively small space. The example below appears on the inside of one of my marketing brochures, but I could easily adapt it for many different uses. It requires a bit of introspection and fine-tuning, but is worth the effort!

I facilitate or do this...	To answer these questions:	So you'll have:
Needs assessments, gap analyses, and strategic planning	Where does the organization want to head? What has to be done to get there? Where are the performance gaps?	❖ A master plan and strategic road map ❖ "20:20 foresight" and peace of mind
Internal productivity & effectiveness review: ❖ Obstacles analysis ❖ Meeting management and training	How can we support the staff with tools, systems, resources, methods, information, people, and more, to help collectively achieve organizational goals? How do we remove obstacles?	❖ Work obstacles identified, removed ❖ Effective meetings ❖ Faster response to customer needs ❖ Bolstered morale
Instructional design, training, e-learning, & performance support	What do employees truly need to know to perform effectively? Can we boost customer results and sales with online training?	❖ Shorter employee learning curves ❖ Increased customer loyalty and success
Process and project management: ❖ Process mapping ❖ Project and risk assessment	How do communications and work products flow within the organization? Who hands off what to whom? Is this ideal or should we optimize processes? How are projects functioning?	❖ Clearly identified work flows ❖ Opportunities to streamline handoffs ❖ Successful and well-managed projects
Focus on product and service value: ❖ Technical and marketing-related communications ❖ Interface usability ❖ System testing ❖ Boosting customer experience results	Do communication channels and Web sites project clear and timely information? Are system interfaces simplified to require minimal explanation? Has all testing been performed? Is the user documentation clear? Do we solicit customer feedback and remove customer hassles? Is customer success a bottom-line and measurable objective?	❖ Clearly conveyed product information ❖ Properly tested products & services ❖ Optimal product & Web site usability ❖ Customer obstacles identified, removed ❖ Increased customer loyalty, satisfaction