

## CSE CHECKLIST – “KNOW YOUR AGENCY”

### WHAT TO THINK ABOUT

	Define and communicate your agency culture, core values, vision and mission.
	Identify measurable goals.
	Commit resources. <ul style="list-style-type: none"><li>- Outside marketing experts</li><li>- Internal marketing oversight</li></ul>
	Be consistent with message content and brand personality.
	Create a marketing plan <ul style="list-style-type: none"><li>- Identify your target market(s)</li><li>- Determine how to reach them</li><li>- Determine how to communicate your brand in ways that reinforce your agency definitions</li></ul>
	Focus on service in every client interaction.

