



MARKETING QUESTIONNAIRE

Please allow adequate time to complete this questionnaire with thought out answers to each question. The time you spend to provide this information is costly time you'll save for your marketing.

GENERAL BUSINESS

1. What is the nature of your business?
2. How many years have you been in business?
3. What are you goals for your business in the next year, 2 years, and 5 years?
4. Are you profitable (yes, no)?
5. What are your company's core competencies?
6. Do you need to market locally, nationally, and / or internationally?
7. Who is your target audience?

SALES / MARKETING

1. What are the biggest challenges / problems that your customers or target market face?
2. How does your service solve a problem, save them time/money, make their life easier, help them generate sales? What's your unique selling proposition (USP)?

3. Can you describe an “ideal” customer?

4. Who are your major competitors in your niche (including website)? Is there a competitor (large or small) that you admire or would like to emulate?

5. What forms of marketing are you currently using? What is your current sales / marketing strategy?

6. What metrics do you use to determine success / failure of strategy or ROI?

7. What is working with your current marketing?

8. What is NOT working with your current marketing?

9. Do you have any of the following Social Media set up for your business?

- a.) Twitter
- b.) Facebook
- c.) LinkedIn
- d.) Blog
- e.) YouTube (videos)
- f.) Email List

10. Are you familiar with SEM (Search Engine Marketing) and SEO (Search Engine Optimization)? Do you currently have anyone managing any campaigns for you?

11. Do you feel like you effectively manage your internet strategy (create, maintain, measure)

12. What is your preferred launch date for your new marketing plan? _____/____/20____

13. What is your budget for sales / marketing initiatives this year?