

Marketing Pre-planning Questionnaire

Company Name:

Your Name:

Your Email address:

Mailing Address:

City:

State:

Zip:

Telephone Number:

Best Method to Contact

you:

Best Time to Contact You:

1. What does your company do? (Make sure to describe all of your products and services.)
2. Briefly describe your business. List the services and/or products your organization provides, then write a sentence describing your proposed target market:
3. Who are your current customers? Who are you selling to? (that is, your intended audience, specific categories, niches, target markets, or are you going to the general population) What problems does your service or product solve for your customer?
4. Who is your ideal target? Where are they located. How many of them are there? What categorizes them, or groups them into a market? (i.e. industry, homeowners, etc.) And, what are the personality traits of your average client?

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5. How do your products/services benefit your customers? (Focus on the benefits that are most unique to you and narrow it down to the SINGLE most important benefit!)
6. What differentiates your service/product from the competition? (Be specific and think of those things that give you an “unfair” advantage over your competitors, things they just can’t/don’t offer.)
7. What are your business goals (revenue, sales, number of customers, employee size, profitability percentage, etc.)? This will help define our marketing goals and objectives.
8. What trends (both statistical and anecdotal) in the market lead you to believe you have a compelling offer? This is your unique selling position.
9. What features of your products/services are most important to your client and prospect base?
10. What are your core values and beliefs? Focus on the values and beliefs that define you.
11. What is your single promise to your customers?
12. Who is your competition? What do they do VERY well? What do they do poorly? (This can include categories of competitors, or individual competitors.)

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13. How are you currently promoting your business (check all that apply):

- | | |
|---|--|
| <input type="checkbox"/> Direct mail | <input type="checkbox"/> Newsletter |
| <input type="checkbox"/> Television | <input type="checkbox"/> Sales letters |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Newspaper advertising |
| <input type="checkbox"/> Yellow pages advertising | <input type="checkbox"/> Publicity |
| <input type="checkbox"/> Magazine advertising | <input type="checkbox"/> Promotions |
| <input type="checkbox"/> Brochures | <input type="checkbox"/> Public relations |
| <input type="checkbox"/> Flyers | <input type="checkbox"/> Press releases |
| <input type="checkbox"/> Direct mail | <input type="checkbox"/> Website |
| <input type="checkbox"/> Business cards | <input type="checkbox"/> Pay-per-click |
| <input type="checkbox"/> Stationary | <input type="checkbox"/> Search marketing |
| <input type="checkbox"/> Word of mouth / referral
business | <input type="checkbox"/> Other |

14. Describe your business? Product (s)? Service?

15. Do you currently have a marketing plan?

16. Does it cover one, two, three or more years?

17. Is it part of an overall business plan?

18. Is your marketing plan new or has it been in place for more than one year?

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19. What does your marketing plan cover (check all that apply)?

- Internet
- Advertising
- Sales Promotion
- Direct Marketing (direct mail)
- Public Relations/Publicity
- Trade Shows
- Other

20. Which of the above has proven most successful in generating business?

Least?

21. Are you totally satisfied with your current marketing plan?

22. If not, what do you see as its weaknesses?

23. Do you have a marketing director?

24. Do you have a marketing services/advertising agency?

25. Are you satisfied with their work?

26. Have you set goals for your marketing plan this and next year?

Please describe

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27. Have you considered what your marketing budget is or should be?

28. What is your current or anticipated marketing budget:

Monthly Yearly

29. Below are prepackaged marketing campaigns that we offer. Please check if you are interested in one of these.

30. **\$2500.00** Includes the following:

- a. 20 hours of service.
- b. Marketing campaign Outline.
- c. Evaluation of current situation and suggestion as to how to increase sales. Suggestions for marketing strategies and ideas.
- d. Evaluate Website, internet advertising, pay-per-click opportunities, and keyword strategy. Suggest strategies to improve opportunities.

31. **\$6,000.00** Includes the following:

- a. 60 hours of service.
- b. Develop a complete Marketing Campaign.
- c. Evaluate and define business goals.
- d. Define marketing objectives and strategy.
- e. Develop and implement and execute a minimum of 5 marketing strategies and tactics to achieve goals.
- f. Strategies to include Advertising, Marketing, Promotions, Publicity, and Website Analysis, Search Marketing, Internet Advertising and Interactive Strategies

32. **\$10,000.00** Includes the following:

- a. 150 hours of service
- b. Develop a complete Marketing Campaign.
- c. Evaluate and define business goals.

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- d. Define marketing objectives and strategy.
 - e. Develop and implement and execute and coordinate a full complement of services with a minimum of 10 marketing strategies and tactics to achieve goals.
 - f. Strategies to include Advertising, Marketing, Promotions, Publicity, Direct Mail, Direct Selling, Website Analysis, Search Marketing, Internet Advertising and Interactive Strategies.
33. I prefer a customized marketing proposal designed by Urban Marketing Concepts, Inc. Please contact me ASAP to arrange a meeting.