

10 Key Marketing Questions

1. What does your company do (overview, mission statement, core values, vision/goals, points of difference)?

2. Do you have a tagline/key message (what does it mean)?

3. What is your branding like? What collateral elements do you have (can we have some examples)? Do you have vehicle signage (can we take some photos) and a website?

4. What marketing have you done previously and currently (Yellow/White Pages, networking, mail drop, 0800 number, newspaper adverts, referral strategy, etc)? How successful have these methods been to-date?

5. Do you have a database and is this utilised for acquisition and retention strategies?

6. What are your concerns (Weaknesses, Threats)?

7. What are you proud of (Strengths) and excited about (Opportunities)?

8. Who do you think your competitors are? What are the top 3?

9. Who do you think your Target Market is?

10. What basic financial information can you provide (average sale value, cost of overheads %, profit required % and target sales)?
