

Marketing - Level 1

Questions we would “like” you to answer and have completed prior to our meeting:

1. Can you create a list of all the individual products and services you offer? (Feel free to copy from your website)
2. Can you create a list of possible words or phrases (Keywords) a potential customer might search for on the internet to find each of the products and services you offer.
3. What makes your business unique from the competition?
4. Who are the ideal (or best) customers for your business?
5. What pain points are you experiencing in your business?
6. What's your company's vision for the future?
7. Name one company similar to your business, if possible, that you feel is doing a great job in online/digital marketing?
8. What is your primary message/branding?
9. What are your current digital marketing activities?
10. What are your previous digital marketing activities that are not current?
11. What other marketing activities are you currently invested in?
12. Are there any aspects of digital marketing you would like to focus on more?
13. What (if any) tools are used to measure traditional or digital marketing success you have had in the past, or are currently using?

Questions to "think" about to prepare for the meeting:

1. What are your business goals for the next 365 days?
 - A. Facilities, Equipment, Staff, Products, Services, Financial, Marketing, Administration, Brand visibility, company growth, etc.
 - B. Revenue Goals?
 - C. Sales Volume?
 - D. Average Order Value?
 - E. Lifetime Customer Value?
2. What are your business goals for the next 3 years? (As above) What challenges are you facing in your current market?
3. What challenges has your company faced previously? What opportunities exist going forward?
4. How would you describe your primary target audience? How would you describe your secondary target audience?
5. Who do you consider to be your top competitors? (include website links if available) Why are they your top competitors?
6. Do you know what percentage of your business currently comes from the internet/digital marketing? Ideally, what percentage of your business would you like to come from digital marketing?
7. Do you currently have a specific Marketing budget? Digital Marketing?
8. What are your current pain points for digital marketing?
 - A. Lack of recognition, poor website, etc.
9. Attitude, positioning, key takeaway, etc.