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## Marketing questionnaire

### Your business

1. Is your business:
  - New
  - Existing
2. Describe your business in under 50 words.
3. What is the first thing people think of when they think of your business?
4. How many employees do you have:
  - 1-5
  - 6-10
  - 11-25
  - 26-50
  - More than 50
5. Do you offer credit?
  - Yes
  - No
6. If so, what are the terms?
7. What are the qualifications to offer credit?
8. Do you take credit cards?
9. Physical address of your business: \_\_\_\_\_
10. Who are your potential customers?
  - Age range
  - Sex
  - Income level
  - Physical location
    - Local
    - Regional
    - Internet
    - International
  - Number of potential customers
11. Is your customer base likely to grow?
  - Yes
  - No

12. Can you handle additional business:

Yes

i. Describe how: \_\_\_\_\_

No. I'm already overloaded.

13. What is your revenue goal?

Next year: \_\_\_\_\_

Five years: \_\_\_\_\_

10 years: \_\_\_\_\_

14. Describe your company's strengths, weaknesses, opportunities and threats.

Strengths:

Weaknesses:

Opportunities:

Threats:

15. How is your company organized?

Sole proprietor

Partnership

Limited liability

Corporation

S-corp

### Your industry

1. How many companies are providing the same products/services in your target area?

2. Is there a need for your product/service in your target market?

3. Generally, is your industry growing?

Yes

No

4. What are the major challenges that face your industry today?

### Your competition

1. Who are the top 5 competitors in your market?

1.

2.

3.

4.

5.

2. Is their business increasing or decreasing?

Increasing

Decreasing

3. What sets you apart from your competitors?

4. How does your product compare to the competition?

5. What do your competitors offer that you do not?

6. How do they market their product?

7. What do they charge for a similar product?

### Your product

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1. Describe your product in detail. What are its most significant features? What is its biggest benefit to your customers?
2. What does it cost to produce your product?
  - Research and development
  - Labor
  - Materials
  - Distribution
  - Sales commissions
  - Advertising
  - Promotional materials
  - Packaging
  - Trade shows
  - Business travel
  - Loans
  - Rent/mortgage
  - Utilities
  - Telephone
  - Insurance
  - Supplies
  - Your own time.
3. How much do you charge for your product?
4. Where can people buy it? Check all that apply
  - In my store
  - I come to them
  - Online
  - On the phone

### **Your marketing**

1. What percentage of your annual revenue do you spend on marketing?
  - 1-5%
  - 6-10%
  - 11-15%
  - 16-20%
  - More than 20%
  -
2. Do you have an annual marketing plan?
  - Yes
  - No

3. How do you market? Check all that apply.

Type	Frequency	Cost per month
<input type="checkbox"/> Newspapers		\$
<input type="checkbox"/> Radio		\$
<input type="checkbox"/> Phone book		\$
<input type="checkbox"/> Your own website		\$
<input type="checkbox"/> Other Internet (Google, Yahoo, other sites)		\$
<input type="checkbox"/> Trade publications		\$
<input type="checkbox"/> TV/cable		\$
<input type="checkbox"/> Magazines		\$
<input type="checkbox"/> Out of home		\$
<input type="checkbox"/> Direct mail		\$
<input type="checkbox"/> Flyers		\$
<input type="checkbox"/> Telemarketing		\$
<input type="checkbox"/> E-mail		\$
<input type="checkbox"/> Social media		\$
<input type="checkbox"/> Other (list)		

4. If you use social media marketing (YouTube, Facebook, Twitter, etc.) how often do you post?

- 6-8 times a day
- 3-5 times a day
- 1-2 times a day
- Couple of times a week
- Once a week
- Rarely

5. Where do you market?

- Locally (within 50 miles)
- Statewide
- Multiple states
- Nationwide
- Internationally

6. How effective is it?

- I get at least one customer every time I advertise
- I will get some customers
- I'm just throwing away my money.

7. What's the most effective marketing you've done so far? Please list.

8. Do you have a website? Please give the URL: <http://www.>\_\_\_\_\_

9. How often do you change your website?

- Daily
- Weekly
- Monthly
- Am I supposed to change my website?

10. How do you track the effectiveness of your marketing?

- Ask customers how they heard about me
- Offer coupons in print advertising
- Create different offers for different kinds of marketing
- Other (describe): \_\_\_\_\_

11. Describe your networking:

- Online

- Go to local events
- Visit prospects
- Attend trade shows
- Hang out at bars
- Other. Please list: \_\_\_\_\_

12. Do you have business cards?

- Yes
- No

13. Do you carry them with you at all times?

- Yes
- No

14. How do you keep track of your customers?

- I use an Excel spreadsheet
- I have a database created especially for my industry
- I write it down in notebooks
- I keep it all in my head

## You

1. Name:

2. Address:

3. Phone number (preferred contact number):

4. E-mail:

5. Marital status:

- Married
- Single
- Divorced
- Widow/widower

6. Number of dependents (people you support):

7. Have you owned/managed your own business before?

- Yes, I'm an old hand
- First time for me

8. Do you belong to any organizations (social or business)?

- Yes. Please list \_\_\_\_\_
- No. Who's got the time?

9. What do you give to your community?