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Marketing Questionnaire

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P.O.A.

Contact Name / Role	
Contact Email	
Contact Telephone	
Company Name & Address	
b:web Contact Name	
b:web Contact Email	
b:web Contact Telephone	
b:web Company Address	

You

Executive Summary

1. Business Summary
 1. Turnover and sales
 2. Trading locations
 3. B2B or B2C?
 4. Organisational Structure
 5. How would you describe your brand?
2. What is your Unique Selling Point (USP)?
3. Why do people buy from you over your competition?

Marketing Goals

1. What are the main objectives you want your marketing action plan to achieve for your business?
(Increase sales / Bring in new customers / Get existing customers to buy more / Introduce a new product or service / Increase market share / Better establish your brand / Improve customer loyalty / Launch an advertising campaign / Launch a PR campaign / Encourage word of mouth / Increase market share / Retain existing profitable customers / Make customers feel more valued / Offer existing customers exclusive offers / Ensure business stays fresh and new)
2. What resources do you have to help you fulfil your objectives? This could be content, a database, people power or anything else.

Competitors

Who are your competitors?

Think about your direct competitors – businesses who are selling a similar offer: and your indirect competitors – businesses with a totally different offer but who are solving the same problem for your customers, Next to each identify which product or service they compete with and how they rate.

Name	Product / Service	Comparison	Their USP's	Their Weaknesses
Blue Green Ltd	Full product range	Smaller company than ours, but sell much cheaper.	Their prices are cheaper	

Your Products & Sales

Products

1. List your products and services indicating next to each roughly how many you sell and their worth.

Product	Sales	Worth
Blue Widget	10/year	10% of turnover
Red widget	30/week	5% of turnover
Gold Widget	2 per year, ongoing support	25% of turnover

2. Which are your most profitable products and why?
3. Which are your best sellers and why?
4. Are there certain products/services that are usually bought together?
5. Would you describe your products as luxury or essential?
6. Are your products an impulse purchase or a considered spend?
7. In their lifetime would a customer buy many (FMCG) or just a couple (wedding ring, kitchen)?

Pricing

1. What is your market position? (high/med/low)

2. What promotions do you run and how successful are they?

Distribution

1. How do your customers buy from you? (directly from the website, they usually call and ask questions, face to face, tender/pitching or something else)

2. How do your customers find you?

Sales

1. Are your products seasonal if so exactly how do the seasons contribute to sales increase/decline?

2. Are there any specific dates/events that can trigger and increase/drop of sales?

3. How else may external factors contribute to sales?

Your Customers

Target Customers

1. Who are your target customers and what do you know about them? (B2B - what type of company are they and what job titles do the decision makers have. B2C – what age/gender/income bracket are they).
 1. What other products do they buy?
2. What motivates your customers to buy?
 1. Can you separate your customers into different groups of people with different needs or motivations?
3. What is the customer profile of those who are highly likely to buy straight away? (Easy sales opportunities)
4. What is the customer profile of those who will show some interest but need to be marketed to over time? (Marketing opportunities)
5. What are your website user demographics?

Customer Value

1. How much is the ideal customer worth annually?
 1. How much is the average customer actually worth annually? Why is there a discrepancy?
2. How much is the ideal customer worth in their lifetime?
3. Which are the most profitable customers?
4. Which could become more profitable customers?

Customers Analysis

1. What is the current ratio of business from new/repeat customers?

1. What is your ideal ratio of business from new/repeat customer?

2. How many new customer do you need in a set period?

3. What increase in repeat business are you looking for?

4. How would you describe your customer loyalty?

S.W.O.T.

Strengths

1. What are the strengths of your product or service (high quality, unique, cost-effective, visibility, brand awareness, responsiveness)?
2. How does your product or service compare to your competitors?

Weakness

1. How would you describe your weaknesses?
2. Are there any aspects of your product or service which are weak?
3. Have your customers complained about any aspect of your offering?
4. Why would a customer potentially choose your competitor?

Opportunity

1. How could you better take advantage of your strengths?
2. Are there any trends in your market that you and your competitors are not catering for?
3. Are there any additional uses for your product or service which you could draw attention to?

4. Are there people who aren't currently customers but could benefit from your product or service?

5. What more could you offer your existing customers?

Threats

1. What is preventing you from tackling your opportunities? (money, time, resources, consider internal and external obstacles)?

2. Which of your weaknesses concern you the most and why?

Marketing Mix

Please describe and rate your current marketing activity

1. Website
2. Blog
3. Printed material in post
4. HTML emails
5. Networking
6. PR/competitions/awards/speaking
7. Exhibitions
8. Social media
 1. Facebook
 2. Twitter
 3. Pinterest
 4. YouTube
 5. LinkedIn

Please outline the resources available to you for marketing (e.g. free products for giveaways, imagery, internal staff, video equipment):



