



Some things you should know about YOUR own business.

QUESTIONNAIRE

*Some questions to ask yourself on the way to where you want to get to or to find out where that actually is.
The more answers you can give yourself, the clearer your vision will be.*

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What is your VISION ?

What GOALS do I want to ACHIEVE :

- ? Increase of turnover
- ? Brand placement
- ? Broadening of brand awareness
- ? Brand stabilization
- ? Prestige marketing
- ? Opening a new market
- ? Introducing a new product

My advertising ACTIVITIES SO FAR ?

- Print
- Web
- Social Media
- Media
- Public
- Word of Mouth
- Other
- Sponsoring

Know your COMPETITION !

Same product

Similar product

Weakness of competition ?

In my opinion

What do people say about the competition

Strength of competition ?

In my opinion

What do people say about the competition

Why do people shop at the competitors place ?

What advantage has the competitor compared to me ?

How am I dealing with complaints ?

Know your **PRODUCT** !

WHAT IS MY PRODUCT :

WHAT DO I ACTUALLY OFFER : (e.g. mobile phones are a lifestyle product)

WHAT MAKES MY PRODUCT SPECIAL :

COMPANY'S WEAKNESSES :

WHY SHOULD PEOPLE BUY **MY** PRODUCT : (What makes me different ?)

WHAT COULD POTENTIALLY THROW ME OUT OF THE RACE :

MY FUTURE PLANS :

STRENGTH MY PRODUCT IS GOOD AT ...	WEAKNESS MY PRODUCT CAN IMPROVE AT ...
MY COMPETITIVE ADVANTAGE	THREATS/PLANS WHAT COULD HAPPEN – GOOD & BAD

Who is my TARGET GROUP ?

Characteristics of my target group :

What needs do my clients have ? What problems do they want solved ?

What are the decision making factors of my clients ?

What are the 4 most important demands / needs of my target group ?

Where / How can I reach my target group ?

Why - Where - When is my product needed ?

How do my clients get information about my product ?

Which trends may effect my business / product / target group or stakeholder ?

What is my company's POSITIONING ?

Does my company have an identity ?
What do people identify with my company or product ?

In which market (niche) do I want to position myself ?

What extra value does the customer receive ?



HOW is my product sold at the moment ?

Is the buyer the consumer ? (children's books are bought by adults)

Other possible ways of selling ?

Possibilities of stake holder like chain stores ?

Partners in other places ?

On a scale of 0-10 how easy is it to buy your goods ?

What are the EXISTING marketing activities ?

Are all these activities speaking the same language ?

How are these measured ?

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What are planned ACTIVITIES for the next 6, 12, 36 months ?

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BUDGET !

How does my marketing function ?

What do I get for my budget **or** How much will the measures cost ?
(fixed budget in which activities have to fit in **vs.**

I want a specific activity independent of the cost)

I have a set annual marketing budget – YES / NO

How much do I spend per year on advertising ?
Is my advertising working for its expense ?

What of the existing can be improved ?

Where do I follow a wrong lead (divert energy) ?
Is it time to let go of some activities or products / services ?

Can there be support through suppliers, partners, wholesaler ?

FOCUS YOUR EFFORT - FOCUS YOUR ENERGY !

POSSIBLE STRATEGIES & ACTIVITIES

Branding

- Logo / Colour / Slogan
- Brand Name
- Mascot
- WebSite / BlogSite / Online Shop
- Internet Advertising
- Social Media
- Network Platforms
- Printed Matter
- Cars / Trucks
- Shop Decoration
- Outdoor Advertising
- Temporary Banners
- Permanent Display
- Paper / Magazine Advertising
- Radio / TV
- Sponsoring
- Events
- Raffle / Competition
- Campaigns
- Mobile Apps

Support for retailer / dealer / reps

- Promotion, Decoration material
- Brochure
- Give Aways
- Discounts, Specials
- Reward System

Infomaterial for consumer

- WebSite
- Pamphlets
- Data Sheets

Service to consumer

- WebSite
- Personally
- Newsletter
- Social Media



Customer bonding / Loyalty system

It is always easier to attract HOT and WARM clients, rather than COLD ones !

- Are client / prospect details collected ?
- Website
- Contest
- Point of Sale

Product and Outlet distinction

- Signage
- Labels, Packaging
- Awards, Certifications
- Uniforms
- Vehicles
- Promotional Items

Specials and Discounts

- Who finances them ?
- Are they in the budget ?

Advertising channels

- Magazines -> PR articles, ads
- Trade shows
- Community Events
- Radio / TV / Internet

Addressing groups

- Associations
- Clubs
- Unions
- Chain stores
- Schools

Internal Marketing

Are employees and suppliers advocating for me ?

- Mission
- Vision
- Goals
- Are employees trained well enough to deliver the standard I want ?
- Is everyone informed and involved, e.g. new products ?

Can I join or create a network ?!

- Business Meetings
- Internet Platforms

MARKETING PLAN

Annual Marketing Plan including Budget
Timeline and Roadmap for shows, events, magazines, catalogues etc.
Long Term Outlook
Monitoring of activity (before-during-after)

- In which timeframe do I want to achieve what ?
- What are the steps to get there ?
-> What is the first step ?
- Is there enough personnel to support the new ideas ?
Re-search
Creating data pool
Mail reply
Site update
Social Media
Newsletter
- Who is involved in supporting me (partners, suppliers ...) ?
- Whom do I consult for feedback and thought exchange ?
- How can I get my 5 minutes of fame ?
- Which TV show / paper / website is likely to jump on my story ?

**To achieve impact
my effort needs to be focused !**