



Marketing Analysis Questionnaire

1. Describe your Value Positioning Statement?
2. What are the three most important questions you ask prospects?
3. Do clients contact you when they have a need, or do you have to contact them?
4. Do you use a software program to keep clients information and track their progress?
5. Do you use a niche market approach or a shotgun approach?
6. List the three best marketing vehicles you have used in the past 5 years.
7. Give a detailed account of your ideal client including demographics.
8. What problem, predicament, pain or challenges are your clients facing that would make them seek assistance?
9. What makes you stand out against the competition? What is it about your business that offers a true advantage to your clients?
10. What are your clients' biggest concerns?

A)

B)

C)

11. How many people know what you do, the solutions you provide and can give a one-sentence summary of your products and services?

12. Is everyone in your organization clear about his or her marketing roles and responsibilities?

13. Do you have a strategy for generating referrals? If so, what is it?

14. What are your marketing goals for the next 24 months

15. Do you have a marketing budget? If so, what is your monthly marketing budget?

16. How effective is your current marketing strategy

17. What is your biggest marketing hurdle

18. What has been the most common marketing strategy for your industry