

BUSINESS MARKETING QUESTIONNAIRE

Use these questions to help establish a baseline for your marketing efforts.

Business Name: _____

Mission Statement

(If you do not have one, use the example to help guide you - We provide [TARGET AUDIENCE], with [SERVICE/PRODUCT] and help them [CUSTOMER GOALS]:

Current marketing efforts:

Business Strengths:

1. _____
2. _____
3. _____

Business Weaknesses:

1. _____
2. _____
3. _____

What 3 key problems do you solve for customers?

1. _____
2. _____
3. _____

Top 3 Competitors:

1. _____
2. _____
3. _____

Marketing Goals:

(list timeframe that you would like to achieve each goal - i.e. 90 days, 6 months, 3 years)

1. _____
2. _____
3. _____

Target Audience Demographic:

Age/Age Range _____
Occupation _____
Income Level _____

Gender _____
Education _____

***Create additional audiences as necessary*

MARKETING 101 CHECKLIST

Use this checklist to help get started on your marketing journey.

- I have completed the Business Marketing Questionnaire
- I have conducted market research and am aware of current marketing and industry trends.
- I have created/claimed my Google My Business (GMB) listing
- My Google My Business (GMB) listing contains accurate and up-to-date information
- I regularly respond to any Google reviews
- I have set up pages on at least 1-2 relevant social platforms (Facebook, Instagram, YouTube, LinkedIn, Twitter, etc.)
- I have an email marketing plan in place and have a list of current/potential customers that have opted in to receive email communication from my business
- My logo and link to my website and any social media accounts are included in my email signature and any other electronic communications

Website

- My website is user-friendly and easy to navigate; it is clear what we do in the first 5 - 10 seconds
- My website is mobile-responsive
- My website clearly represents my brand
- All the content is up-to-date and there are no broken links
- All images are clear and not pixelated
- My phone number and address are visible on all pages (located in header or footer)
- My website includes clear CTAs (Calls to Action)
- My website is secure (has an SSL certificate)
- I have Google Analytics setup to track website performance
- My website prominently displays links to my social media accounts
- My website contains, at minimum, the following pages: Home, About, Contact, Products/Services, Blog/News