

2017

MarketingCheckUp

This questionnaire will be used by an advisor to diagnose marketing opportunities in your business.

Your primary website: _____

What is your geographic service area: _____

What industry are you in: _____

Describe your ideal customer: (target market)

Do you have and use a marketing automation platform? No Yes, provider: _____

Do you have and use a mass email platform? No Yes, provider: _____

Do you have any prepared lead bait? No Yes, describe: _____

Do you have an existing Adwords account? No Yes

Do you have an existing Facebook advertising account? No Yes

Do you have a Facebook Business Manager account? No Yes

Are you actively optimizing your site using AB testing? No Yes

Do you have a list of keywords you would like to target in your SEO? No Yes

If so, list the top kw: _____

(you may send larger lists in a separate document)

Are there any online reputation issues you need dealt with? (i.e. bad reviews)

Do you have a call tracking service provider? No Yes, provider _____

Do you have an SEO provider under contract? No Yes, provider _____

Do you have a web developer under contract? No Yes, provider _____

Facebook business page, if any: _____

LinkedIn business page, if any: _____

Twitter handle, if any: _____

Instagram page, if any: _____

Pinterest page, if any: _____

Google + page, if any: _____

Active blog URL, if any: _____

Do you have an active referral/affiliate program? No Yes; # of partners _____

List marketing tasks you need to tackle in the next 90 days, in order of priority:

Do you have a push-notification system in place? No Yes; provider _____

Do you currently use Adwords remarketing? No Yes; audience size _____

Do you currently use Facebook remarketing? No Yes; audience size _____

How many past/current customers on your email list? _____

How many prospects on your email list? _____

List all your current promotional methods which you KNOW to be working:

What is your current monthly advertising expenditure? _____

How many fulltime employees do you have? _____

Business name: _____

Your name: _____ Position: _____

Mobile: _____ Email: _____