

# D Net Marketing Questionnaire

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Website domain \_\_\_\_\_ What % of Biz comes from website? \_\_\_\_\_

Business Phone Number: \_\_\_\_\_ Cell Number: \_\_\_\_\_ Email: \_\_\_\_\_

Type of business / Business description: \_\_\_\_\_

Specialties: \_\_\_\_\_

Keywords: \_\_\_\_\_

Degrees, Certifications, Licenses: list or provide links \_\_\_\_\_

Awards, Recognition: list or provide links. \_\_\_\_\_

Geographic Area of Biz/Clients: \_\_\_\_\_

Hours of operation: \_\_\_\_\_

Types of Payment Accepted: Check, Invoice, MC, Visa, Discover, Amex, Paypal,

Do you have digital logo &/or business photos available? Yes / No If yes, please send via jpeg or gif.

Does business have profiles on any of the following? If yes, please provide website/url.

Blog \_\_ Yelp \_\_ LinkedIn \_\_ Facebook \_\_ YouTube \_\_ Twitter \_\_ BBB \_\_ Chamber \_\_ Pinterest \_\_ Other \_\_\_\_\_

Do you have an active marketing campaign on any of these accounts? \_\_\_\_\_

Do you post on Craigslist? \_\_\_\_\_ Headings? \_\_\_\_\_

Do you have contact info of clients? Name / address / phone # / text info? \_\_\_\_\_

Are you compiling an email list? \_\_\_\_\_ Opt in box on website?: \_\_\_\_\_ Email mgt provider?: \_\_\_\_\_

Do you have a referral incentive program? \_\_\_\_\_

How do you collect/encourage client reviews? \_\_\_\_\_

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Websites \* Video \* Social Media \* Reputation Management \* Sales Funnels \* Adwords \* Newsletters

Are you in Print Media? \_\_\_\_\_

Do any of your suppliers offer you Co-Op Funding? \_\_\_\_\_

Do you have any newsworthy information about biz for Press Release? \_\_\_\_\_

Coupon Offers: \_\_\_\_\_

Season Specials: \_\_\_\_\_

What is/are the top products or services you want to promote? \_\_\_\_\_

From which part of your business do you generate your greatest revenue? \_\_\_\_\_

How would you describe your ideal customer? \_\_\_\_\_

\_\_\_\_\_

Why does anyone choose you over your competitors? \_\_\_\_\_

What are your plans for future growth? \_\_\_\_\_

If 10 people called you today, how many would you close? \_\_\_\_\_

How do you track where your new customers find you? \_\_\_\_\_

How much is the average customer worth to you? \_\_\_\_\_

Biz Philanthropic / Community outreach? \_\_\_\_\_

Biggest Marketing Need? \_\_\_\_\_

What other marketing services are you currently using? \_\_\_\_\_

\_\_\_\_\_

Are you working with a business coach or consultant? \_\_\_\_\_

Do you have an Attorney or legal insurance? \_\_\_\_\_

Do you have a bookkeeper / CPA? \_\_\_\_\_

Expectations of Marketing company? \_\_\_\_\_

Monthly/Annual Marketing Budget? \_\_\_\_\_

What is the decision making process? \_\_\_\_\_

Business email to send updates/proposal: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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