

## One Source Marketing

### THE CLIENT MARKETING SURVEY

#### Do some of these business concerns sound familiar?

- I don't have enough customers!
- I need to shorten my sales cycle!
- I need a marketing plan that gets proven results!
- A good marketing strategy plan is just too expensive!

#### Are you able to answer these key questions?

- What is our core business?
- Who is our customer?
- Why do current customers buy our products?
- What are our core products and services?
- What should we be doing most of?

#### We Can Help!

Every business has a unique set of values, services, products and needs when it comes to marketing, so as a result we work individually with our clients to assist in the evaluate process in order to create a marketing strategy that will most likely result in the greatest possible success.

Whether the answer is Direct Mail, Brand Advertising, Email Marketing, SMS Text, Online Marketing or Multimedia, we will not only point you in the right direction, we will be there to help implement the process for you, utilizing our combined talents, experience and knowledge to provide your company with a level of services that you individually need and deserve.

We want to assure you that all of the following information shared will be held in strict confidence and will not be shared with any unauthorized representatives or persons.

The Following pages contain several questions designed to assist you with evaluation of both your offline and online marketing.

#### General Information:

What is the name of your organization or your company? \_\_\_\_\_

What is your existing web site address? \_\_\_\_\_

One Source Marketing LLC,

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Who is the primary marketing contact in your organization including submittal and approval process? Please provide name, phone and email contact. \_\_\_\_\_  
\_\_\_\_\_

**Marketing: (offline)**

1. How do most people find out about your business?  
\_\_\_\_\_
2. What kind of triggers prompt a visit, email or call to your business?  
\_\_\_\_\_
3. Please document any advertising programs you are using and committed to and if you are receiving the desired results individually.
  - a.(product) \_\_\_\_\_
  - b.(product) \_\_\_\_\_
  - c.(product) \_\_\_\_\_
4. Do you currently have a marketing plan in place and if so, are you generally following the marketing plan? \_\_\_\_\_
5. Budget: Do you currently have a specific budget in mind or allocated for marketing?  
\_\_\_\_\_
6. Short, medium and long-term marketing strategies. Briefly describe each segment as planned.
  - a. Short-term 3-6 month marketing strategy:  
\_\_\_\_\_
  - b. Medium-term 6-18 month marketing strategy:  
\_\_\_\_\_
  - c. Long-term marketing strategy, beyond 18 months:  
\_\_\_\_\_

**Branding and Marketing: Online**

1. What is your preferential target date for revisions and updates to your existing current site?  
\_\_\_\_\_
2. What is your preferential target date for a new web if needed?  
\_\_\_\_\_

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- 3. Budget: Do you have a specific budget in mind for site revisions (if applicable)?  
\_\_\_\_\_
- 4. Budget: Do you have a specific budget in mind for a new site (if applicable)?  
\_\_\_\_\_
- 5. Can either budget be divided into phases over a 1 to 3 month period?  
\_\_\_\_\_
- 6. Do you feel your current site promotes a favorable user experience? Why or why not?  
\_\_\_\_\_  
\_\_\_\_\_
- 7. What specific areas of your current site do you feel are successful?  
\_\_\_\_\_  
\_\_\_\_\_
- 8. What challenges and obstacles exist with your current site and what are three functions you would change today if you could?  
\_\_\_\_\_  
\_\_\_\_\_
- 9. How do most people find out about your web site?  
\_\_\_\_\_  
\_\_\_\_\_
- 10. Have you conducted usability tests or gathered visitor feedback for your current site? \_\_\_\_\_  
If so, how long ago? \_\_\_\_\_ Please attach any reports of performance if available.  
(This information should include web traffic such as page views, unique visits, hits and performance)
- 11. Additional comments  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Summary:**

Thank you for taking time to evaluate both your future web and offline marketing needs. It is our hope that this format and these discussion points have been of value to at least help organize your marketing strategy and planning for the future.

Thank you for taking time to preview the talent and value that One Source Marketing can provide to your business. We appreciate your consideration to assist your business with an ongoing marketing and sales strategy. Please contact us for further assistance and to schedule a marketing needs evaluation meeting.

Call us at (720) 254-1676 or email us at: [info@onemarketingsource.com](mailto:info@onemarketingsource.com)