

WEB & MARKETING SURVEY

Introduction

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.

General Information:

- 1. What is the name of your organization or your company?
2. What is your existing URL?
3. Who is the primary marketing contact in your organization including submittal and approval process? Please provide name, phone and email contact.

General Information : Web

- 1. What is your preferential launch date for a new web site or revisions to current site?
2. Budget: Do you have a specific budget in mind for site revisions (if applicable)?
3. Budget: Do you have a specific budget in mind for a new site (if applicable)
4. Can either budget be divided into phases over a 1 to 3 month period?
5. Do you feel your current site promotes a favorable user experience? Why or why not?
6. What specific areas of your current site do you feel are successful?
7. Why are they successful?
8. What shortcomings exist with your current site and what are three functions you would change today if you could?
9. 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.

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Audience/Desired Action:

1. How important is it to maintain your current branding, look and feel and functionality?

2. Describe a typical site visitor.
(demographic)

3. What do they use the web site for?
(Information, product, services, social network etc.)

4. What are the key reasons why the target audience chooses your products and services? (cost, product, service, value)

5. How many users visit your site on average?
Hits: Monthly: _____ Daily: _____
Page visits: Monthly: _____ Daily: _____
Comments

6. Do you forecast usage and depend on a certain number of visits for your income or sales strategy? (Example)

Perception:

1. Use a few adjectives to describe how your site visitors should perceive your new site. (Examples include prestigious, friendly, corporate, fun, social, innovative, database etc.)

 2. Is the above very different than your current site image? _____
 3. How is your company or organization currently perceived offline?

 4. Do you carry the same or similar messages throughout your web site?

 5. How does your company or organization differentiate itself from the competition?

 6. Please list perceived competitive URLs.

- Do you like any of these sites better than yours and would you like to meet or exceed the qualities of a specific site?

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Content:

1. Will your new site use some or most of the content on your existing site?

2. Is the current site information audited and approved? _____
3. What is the basic structure of the content and how is it organized?

4. If your content needs replacement, will this be done in-house or using an outside contract service?

5. Describe visual elements or content that should be utilized from your current site or marketing materials. (colors, schemes, logo, navigation, organization etc.)

6. How will the content of a new site along with functionality differ from your current site? (describe at least 4-5 general differences.)

7. Do you have a site map or site outline prepared for your new site? (please attach) _____
8. Please comment regarding your ideal new web site.

Technology:

1. What is your target platform?
 1. Flash _____
 2. Java _____
 3. HTML _____
 4. WordPress/Blog _____
 5. Other/combined _____
2. How will your above selection(s) enhance the user experience?

3. Will you need database functionality? (logins, email capture, SMS, CRM)

4. Will you require secure transactions? (Please explain)

5. Do you offer online payment processing? (PayPal, merchant processing or other method)

6. Will you require other specific custom programming. (Please explain)

Branding and Marketing:

One Source Marketing LLC,

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WEB & MARKETING SURVEY - (continued)

Web-

1. How do most people find out about your web site?

_____.
2. What kind of triggers prompt a visit to your web site and an email reply to your business through your web site?

_____.
3. Are you currently using search engine optimization technology?

_____.
4. Are you currently utilizing social networking, click or banner ads to enhance your web presence and increase traffic?

_____.
5. D you feel your SEO investment has been successful for you and to what degree?

_____.
6. Please describe additional web ads, advertising, services, and strategy currently being utilized.

_____.
7. Where is your web site currently hosted?

_____.
8. When does your main URL expire?

_____.
9. Who is the URL registrar?

_____.

Offline marketing:

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 (non-web) advertising programs you are using and committed to and if you are receiving the desired results individually.
 - a.(product)_____

 - b.(product)_____

 - c. (product)_____

 - d. (product)_____

 - e. (product)_____

Do you currently have a marketing plan in place and if so, are you generally following the marketing plan?
_____.

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WEB & MARKETING SURVEY - (continued)

4. Budget: Do you have a specific budget in mind or allocated for marketing?

5. Short, medium and long-term marketing strategies. Briefly describe each segment

- a. Short-term 3-6 month marketing strategy, :

- b. Medium-term 6-18 month marketing strategy:

- c. Long-term marketing strategy, beyond 18 months:

Additional notes and 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 planning 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 consider the talent and know-how of the people of One Source Marketing. We appreciate your consideration of us for assisting your business with an ongoing marketing and sales strategy.