

FREE

MARKETING SURVEY



**Does This Feel Like You and Your Marketing Program?
Blindfolded and Walking off a Cliff ?**

**Take our FREE Marketing Survey
List all the things you have tried and the results.
Then list all the things you want to try.
Call us and let us help you set up an effective marketing plan.**

CLIENT MARKETING SURVEY - CHATTANOOGA 4U

Date: _____ Business: _____

Contact: _____

How long have you been in business _____?

When did you start your business? _____

How did you get in the business? _____

What kinds of advertising and promotions do you do now? _____

What works best for you? _____

What is the least profitable for you? _____

What kinds of ideas have you had for improving your advertising/website? _____

What do you expect from your advertising/website? Sales? Leads? Both?

Have you seen a website you like? _____

What features do you like? _____

What didn't you like? _____

How long have you been considering doing more marketing? What's kept you from doing it so far?

What other advertising and promotional ideas are you planning in the next year or so? _____

What kind of budget do you have for your advertising / website? _____

Do you have a domain name? _____ What did you like best about it? _____

Let's Talk about your marketing / promotional strategy.
In today's market there are four major types of promotion.

1) Advertising

Consists of traditional media such as:

- Radio
- TV
- Newspaper
- Billboards
- Bulletin Boards mainly at schools, churches,
- Kiosks at the mall and supermarkets
- Magazines & Books
- Direct Mail
- Transportation Advertising - Buses, subways, other vehicles

Non-Traditional forms of advertising

- Internet - Web Sites, Banner ads, Blogs, micro-blogs, and e-mail
- Podcasts, podcasts, social networks, apps, interactive videos, YouTube
- Menus
- Bathroom Signs
- Bumper Stickers
- Magnetic Signs
- Business Card Boards

2) Public Relations

- Evaluate Public Attitudes
- Identifies Areas of Public Interest
- Maintains a Positive Image
- Introduces New Products
- Support Sales Efforts and Sales Reps
- Generates Favorable Publicity

3) Personal / Relationship Selling

- Networking
- Business Groups such as BMI, Chamber, Barter Groups, etc
- Free Samples
- Contests
- Trade Shows
- Coupons

4) Social Media

- Facebook
- LinkedIn
- Google
- Twitter
- Pinterest
- Etc.

Advertising Advantages

Reach Large Numbers of People
Low Cost per Customer
Can Be Targeted

Advertising Disadvantages

Cost is High
National Reach is too Expensive for Small Business

Traditional Selling attempts to persuade the buyer into a specific point of view. Then influence them into changing brands and trying your product over another product they may be more familiar with.

Relationship Selling allows you to develop a long term relationship and build trust which in the long term will bring you more sales than traditional advertising. But this style of selling requires constant contact and longer to develop. This is great for those who may develop a long term relationship such as insurance agents, doctors, lawyers, mechanics, etc. People who will have a need for your service several times during a year.

Traditional Marketing / Promotion

- 1) Impersonal
- 2) Numbers Driven - to reach the numbers you need will require extensive advertising. Maybe with several different forms of media.
- 3) Targets Everyone

Internet / Social Media / Relationship Selling

- 1) Personal
- 2) More direct
- 3) Receive feedback
- 4) Highly visible

When developing a marketing mix you will need to:

- 1) Pick a product or service
- 2) Develop a strategic plan
- 3) Pick a type of promotion / advertising
- 4) Develop a budget

There are 3 Goals of Promotion for your Target Market

- 1) Informing
- 2) Reminding
- 3) Persuading

Information Phase Goals

- 1) Increase Awareness
- 2) Explain how product works / benefits
- 3) Suggest New Uses
- 4) Build Company Image

Persuasive Phase Goals

- 1) Encourage Brand Switching
- 2) Change Customers Preceptions
- 3) Influence Immediate Buying Decision
- 4) Persuade Customers to Call

Reminder Phase Goals

- 1) Where to Buy
- 2) Product May be Needed
- 3) Maintain Customer Awareness

THE AIDA CONCEPT

- A - Attention
- I - Interest
- D - Desire
- A - Action

When deciding how you want to spend you advertising dollar, There are a few things to conside. Your target audience, how much you want to spend, what exactly you want to do. Do you want to promote a product, create awareness for your company, bring in new customers, explain the benefits of your service or product, etc. Deciding what you want to do and who you want to reach will determine what type of advertising you want to do and what the investment will be.

Forms of Advertisng - Mark the ones you have used.

Main Stream Advertising

Radio

TV

Newspaper Daily Weekly Monthly

Billboards

Website

Coupon Printed On-line mail outs

Press Release Local newspaper or other publication

Other Forms of Advertising -

Those that are Bold & Underlined are FREE

Social Media - Post and Set Up a Business Page

Facebook **Ads** **Posting** **Business Site**

Twitter

Yelp

My Space

Pinterest

Google Circles

Google Ad Words

Google Places

Linked In

Print

Coupons

Press Release

Write Articles

Magazines

Tabloids

School Yearbooks

Newspaper

You Tube Video

Informational DVD / CD

E-Mail Signature

Networking Events - Ask about being a speaker

Chamber Events

BNI

Rotary / Kiwanis

Newsletter Printed or Online

Blogging

Word of Mouth

Piggy Back / Co-Opt Advertising

Attractive Logo - Brand Marketing

Banner Ads on websites

Ask for Referrals

Give Referrals

Jingles for your voicemail message

On hold messages

Attractive hand outs, flyers and materials

Business Cards - give them to everybody

Restaurant Menu Advertising

Restaurant Placemat Advertising

Framed Messages in Bathrooms

Free On-line Classified Ads

Business Section Classifieds in Local Newspaper

Elevator Speech to describe your business in one or two short sentences.

Give a speech when you can

Join civic organizations - Kiwanis Club, Rotary Club, etc.

Business Expos - Participate if possible - attend and pass out cards and collect cards

Write thank you notes and emails to new customers

Submit URL to search engines

Podcasts

Store signs - use your store front

Vehicle lettering

E-mail marketing

Grocery Cart Ads

Discount Cards

Frequent Customer Discount Cards

Pay Per Click Ads

QR Codes

Pizza Box Stickers

Inflatables

Host An Event

Contest - Road Rally - Clean Up the Community - Kids Day

Coloring Contest - Car Show

Remember to Say “Thank You”

Join the Local Chamber

Participate In and Go to Local Trade Shows

Search Engine Optimization

Exchange and Share Links with other websites

Local Directories

Host Your Own Webinar

Coupons - People Love Coupons

Online - Local Schools - Publications

Make Sales Calls

Cold Calls - Door to Door - Happy Hour at Local Club

Teach a Class

Volunteer

Community Flyers and Bulletins

Have a Catchy Unique Name for Your Business

Text Marketing Campaign

Advertising Specialities

Pens - Magnets - Mouse Pads - Etc

Flyers

Door Hangers

Shirts - Jackets - T Shirts

Sponsor an Athletic Team

Direct Mail

Meet Up.com

Road Signs

Submit Your Site to Everyone

Get Involved in Your Community

Local Hospitals - Ask about new mother packets

Start Your Own Free Advice Column

Sign Flippers

Become an Expert / Consultant

Offer Free Consultation

Sandwich Boards

Wear Costumes to Promote Your Business

Bench & Bus Stop Ads

Customer Service Survey

Put Your Website Everywhere

Free Online Banner Exchange

Offer Free Courses and Training.

If you have found a way to advertise your business that is not listed here please let us know so we can add it to our list of possibilities for advertisers.

Consider, everyone knows McDonald's, they have been in business since the 1940's. Yet McDonald's continually invests revenues in marketing and advertising programs. Think about all the kids who drive their parents crazy about Happy Meals due to McDonald's diverse marketing and community involvement. McDonald's continues to introduce consumers to new products and they brand their company with identifiable logos and jingles...Everyone recognizes the Golden Arches without ever seeing the word McDonalds.

Most businesses don't have the reach and revenues that McDonald's does; however, the marketing principles that drive McDonald's success can also be customized to your business and sales objectives.

Strategic marketing is just as important in 'bad times' as it is in 'good times'...Savvy business owners give consumers a reason to do business with them through their marketing.

Let us help you design a marketing plan that works for you and keeps you within your budget. Call us today.

Use the following forms to help yourself plan out your marketing stratgey.

You have 7 Forms that you can use to help you with your marketing stratgey.

THINGS I WANT TO TRY

Make a list of things you have thought about using to promote your business.

THINGS TO DO

Make a daily list of items you need to do to keep you on track when developing your marketing plan

PROJECT - 12 STEPS

Use this form for specific projects. List what you need, people you need, money, misc items, select a start date and an end date. Keep this posted so you can see it every day.

PROJECT - GENERAL

List general project ideas here but when they become specific then transfer them to a Project Form and get more detailed with what you need to make this project a reality.

PROBLEM CIRCLE FORM 1 & 2

Write your problem in the middle and draw lines with ideas on how to solve the problem. Or write an idea and the obstacles that you face to make this idea a reality.

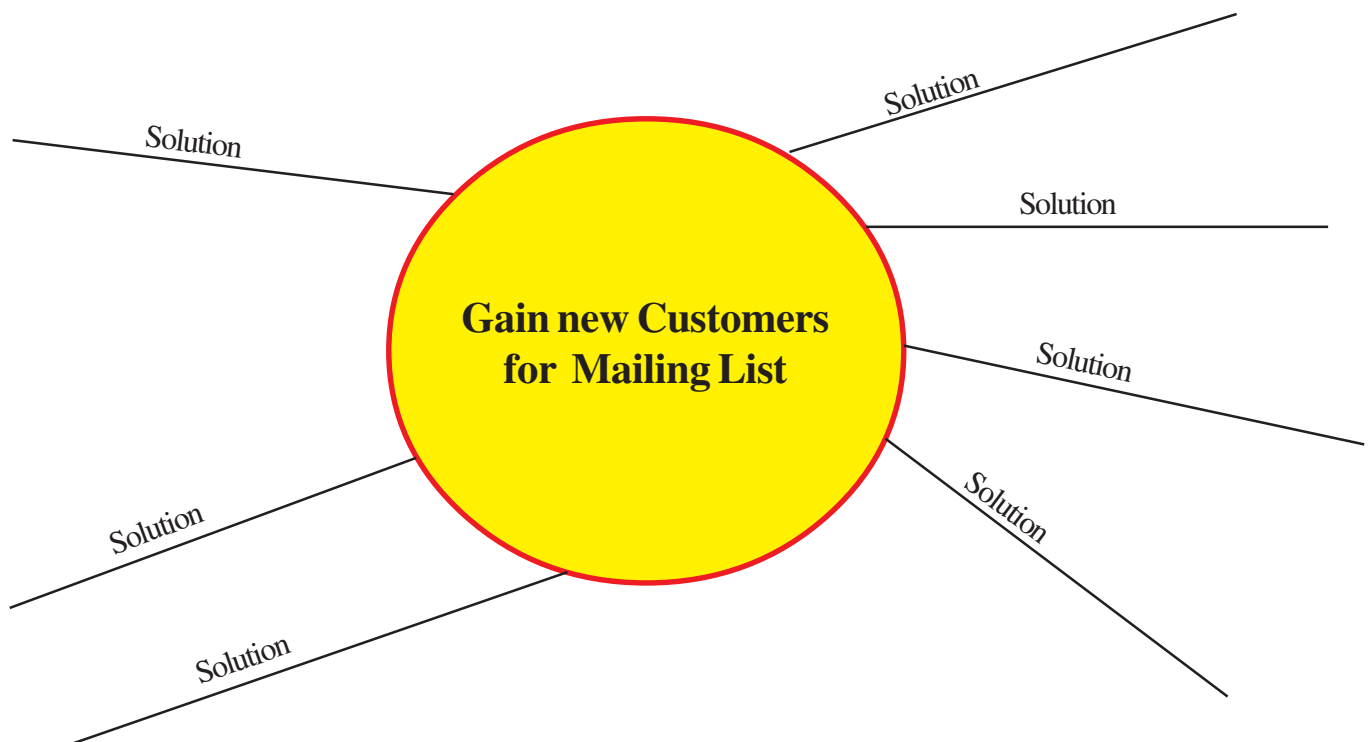
Get a bigger piece of paper maybe a poster board or 11x17 draw your circle and your solutions on it. Giving yourself more room to brainstrom ideas.

PROBLEM FORM 3

Simple list problems that you can fore see and then transfer them to a Problem Circle to give yourself more room to work the problem out.

Sample Problem Circle

Draw as many lines as you need. Even draw lines off of the other lines if needed.



THINGS I WANT TO TRY

Make a list of the things you have thought about trying to promote your business.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____

THINGS TO DO

Make a daily list of things to do. How can you market your business to bring yourself closer to your marketing goal.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____
21. _____

“You have to live on this twenty-four hours of daily time. Out of it you have to spin wealth, pleasure, money, content, respect, and the evolution of your immortal soul. Its right use, its most effective use, is a matter of the highest urgency ... all depends on that.” Arnold Bennett

PROJECT

Project

START DATE _____ REVIEW DATE _____ ENDING DATE _____

12 Steps

10

[illegible]

PROJECT

PROJECT

PROJECT

PROJECT

GOAL

LIST PROBLEMS THAT WILL KEEP YOU FROM ACHIEVING THIS GOAL

[illegible]

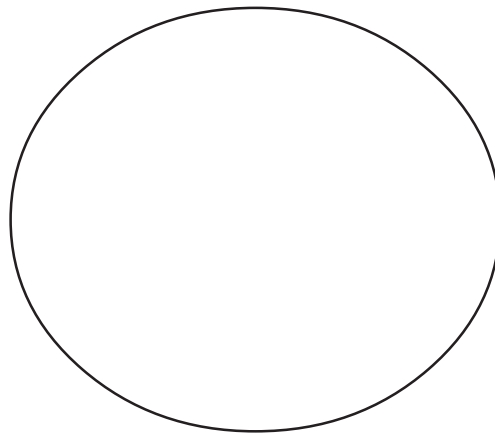
BRAINSTORMING

Write your problem in the middle and draw lines with ideas on how to solve the problem.

Or write an idea and the obstacles that you face to make this idea a reality.

Get a bigger piece of paper maybe a poster board or 11x17 draw your circle and your solutions on it.

Giving yourself more room to brainstorm ideas.



PROBLEMS THAT WILL KEEP ME FROM ACHIEVING MY GOALS

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.