



The Marketing Questionnaire

The Zee Designs Team would like to help you build

your business or organization by ensuring that the face you present to the world through your website, print media, and marketing efforts truly expresses your message and resonates with your clients. We are eager to give you new ideas for how to promote your business. We invite you to open to infinite (yes, we mean endless) possibilities!

This questionnaire has been created to help you see what else you can do to promote yourself and your business in these competitive times, whether on your own or with us to help you. It will take you about 25 minutes to fill out, depending on how much you would like to share with us. We trust that it will give you many ideas to consider.



1

Mission and Vision

The most important first step to take before marketing your business is to know where you are going as an organization.

1. What is the mission of your business or organization?

Our mission has always
been to assist those who assist
the well being of others...

2. What would you like to accomplish and what will your goal look like when you reach it?



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2

Image and Branding

This refers to your logo, the colors, the symbols, and general look of your website, brochures, letterhead, and other marketing materials. It is the message that you would like the world to understand and recognize whenever they see your company online, in print, or in media. When you think of Harley-Davidson, a totally different picture comes to mind than when you think of Betty Crocker.

I hope I am sending a good message to my customers! What does your image say?



1. Do you have a clear image and branding that pleases you?

☐ Yes.

☐ No.

If no, we can help you. What do you feel is wrong with your

current branding? _____

2. Does your image and branding reflect who you are and what you do now rather than what you have done in the past?

☐ Yes.

☐ No.

Please explain: _____

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3. Is your branding consistent? Do all your marketing materials, such as brochures, letterhead, business cards, ads, and website have the same look, feel, and logos?

- ☐ Yes.
☐ No.

If no, how can we help? _____

4. Do all your marketing materials have your website address(es) and Social Media (like FaceBook or LinkedIn) names on them?

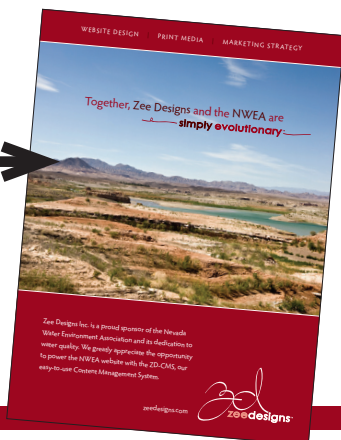
- ☐ Yes.
☐ No.

If no, how can we help? _____

4

MAINTAIN:

this look throughout all future marketing materials



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3

Marketing Plan

To be most effective, a marketing plan is a formal written document that details the actions necessary to achieve your marketing objectives. It can be for a company, a product or service, a brand, or a product line. The essence of the process is that it moves from the general to the specific; from the overall objectives of your organization down to the individual action plan for a part of one marketing program. Effective PR flows out of a solid marketing plan.

I don't have a marketing plan.
How do I write one?

1. Do you have a specific marketing plan that is currently driving your marketing efforts?

☐ Yes.

☐ No.

Please explain: _____



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unique selling proposition:

For example, compare Volvo and Porsche. They both make excellent cars but they have completely different audiences and stress totally different selling points.



VS.



PORSCHE

2. Do you know your Unique Selling Proposition – that which makes you different from all your competitors?

☐ Yes.

☐ No.

If yes, what is it? _____

3. Do you have a story that will capture the hearts and interest of potential clients?

☐ Yes.

☐ No.

4. If yes, is your story expressed in your marketing materials?

☐ Yes.

☐ No.

If yes, how? _____

4

Target Audience

In marketing, a target audience is the primary group of people that your business or organization is aimed at appealing to. What type of people come to your website and support your organization? How do they find out about you? By phone, mail, web, television, radio, in stores, at restaurants? What are their ages? Are they local, national, or all over the world? What do they like? More specifically, what do they like most about YOU that inspires them to join your organization, purchase your products, or donate money?

1. Who is your audience?

2. Are you confident that you are reaching them?

☐ Yes.

☐ No.

Please explain how you monitor this: _____



5

General Marketing

To finish off part one of this questionnaire, only a few general marketing questions remain ...



1. Have you set up an annual marketing budget?

- ☐ Yes. Amount (*general range*) _____
- ☐ No, and I would like help knowing how much is appropriate and how to spend it effectively.
- ☐ No, and I know one is necessary.
- ☐ No, and is a marketing budget necessary for me?

2. Do you have a media kit? (*Check all that apply*)

- ☐ Yes, printed.
- ☐ Yes, online.
- ☐ No, and I know that one is necessary.
- ☐ No, and is a media kit necessary for me?

3. Do you have a website?

- ☐ Yes, and I am happy with it.
- ☐ Yes, and I am ready to move to the next level with it.
- ☐ Yes, and I know it will require a major overhaul soon.
- ☐ No.

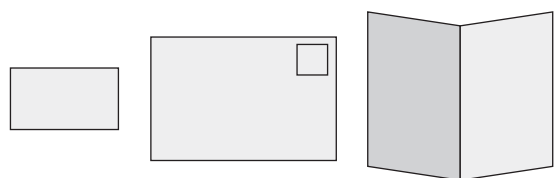
How can we help you? _____

6

Traditional Marketing

This part of the questionnaire deals with common, "low-tech" ways of promoting your business. You are probably bombarded by many offers of advertising and promotion on a daily basis, so it is important that you understand that if you use any of these methods, you will really have to stand out to be remembered!

1. Which of the following means do you currently use for your traditional marketing or would like to use in the future?



Business cards... postcards... referral cards...
and thank you cards... OH MY!

Directories... of professionals,
association members, chamber of
commerce, service organizations, etc.

PRINT

	use	Like to use or improve
Brochure	<input type="checkbox"/>	<input type="checkbox"/>
Calendars	<input type="checkbox"/>	<input type="checkbox"/>
Cards	<input type="checkbox"/>	<input type="checkbox"/>
Value-Pac or Card Pack coupons	<input type="checkbox"/>	<input type="checkbox"/>
Community papers	<input type="checkbox"/>	<input type="checkbox"/>
Coupons and special offers	<input type="checkbox"/>	<input type="checkbox"/>
Direct Mail	<input type="checkbox"/>	<input type="checkbox"/>
Directories	<input type="checkbox"/>	<input type="checkbox"/>
Flyers	<input type="checkbox"/>	<input type="checkbox"/>
In-flight audio advertisements, programs	<input type="checkbox"/>	<input type="checkbox"/>
Ads or articles in in-flight magazines	<input type="checkbox"/>	<input type="checkbox"/>
Magazine ads	<input type="checkbox"/>	<input type="checkbox"/>
Mail order catalogs	<input type="checkbox"/>	<input type="checkbox"/>
Matchbooks with your logo and website	<input type="checkbox"/>	<input type="checkbox"/>
Newsletter	<input type="checkbox"/>	<input type="checkbox"/>
Newspaper ads	<input type="checkbox"/>	<input type="checkbox"/>
Press releases	<input type="checkbox"/>	<input type="checkbox"/>
Supermarket receipts	<input type="checkbox"/>	<input type="checkbox"/>
Trade magazines	<input type="checkbox"/>	<input type="checkbox"/>
Yellow page ads	<input type="checkbox"/>	<input type="checkbox"/>

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RADIO

	use	Like to use or improve
Ads	<input type="checkbox"/>	<input type="checkbox"/>
Programs	<input type="checkbox"/>	<input type="checkbox"/>
Public Service Announcements	<input type="checkbox"/>	<input type="checkbox"/>
Community Calendar	<input type="checkbox"/>	<input type="checkbox"/>

TELEMARKETING

Live		
• Market Research	<input type="checkbox"/>	<input type="checkbox"/>
• Announcements	<input type="checkbox"/>	<input type="checkbox"/>
• Promotion	<input type="checkbox"/>	<input type="checkbox"/>
Robotic		
• Market Research	<input type="checkbox"/>	<input type="checkbox"/>
• Announcements	<input type="checkbox"/>	<input type="checkbox"/>
• Promotions	<input type="checkbox"/>	<input type="checkbox"/>

TV

Ads	<input type="checkbox"/>	<input type="checkbox"/>
Programs	<input type="checkbox"/>	<input type="checkbox"/>
Public Service Announcements	<input type="checkbox"/>	<input type="checkbox"/>
Community Calendar	<input type="checkbox"/>	<input type="checkbox"/>

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WORD OF MOUTH MARKETING	use	like to use or improve
Conventions	<input type="checkbox"/>	<input type="checkbox"/>
Customer Referral Programs	<input type="checkbox"/>	<input type="checkbox"/>
Fairs and Festivals	<input type="checkbox"/>	<input type="checkbox"/>
Fan Clubs	<input type="checkbox"/>	<input type="checkbox"/>
Focus Groups	<input type="checkbox"/>	<input type="checkbox"/>
Multilevel Marketing	<input type="checkbox"/>	<input type="checkbox"/>
Networking meetings (meeting people, doing presentations)	<input type="checkbox"/>	<input type="checkbox"/>
Panel Discussions at professional meetings	<input type="checkbox"/>	<input type="checkbox"/>
Product placements	<input type="checkbox"/>	<input type="checkbox"/>
Refer-a-friend program	<input type="checkbox"/>	<input type="checkbox"/>
Seeding		
• Making comments on forums	<input type="checkbox"/>	<input type="checkbox"/>
• Getting bloggers to write about you	<input type="checkbox"/>	<input type="checkbox"/>
• Inspiring thought leaders in your field to mention what you do in their writing or presentations	<input type="checkbox"/>	<input type="checkbox"/>
• Writing Amazon book reviews on books that are in your area or expertise	<input type="checkbox"/>	<input type="checkbox"/>
Seminars	<input type="checkbox"/>	<input type="checkbox"/>
Sponsorships	<input type="checkbox"/>	<input type="checkbox"/>
Testimonials	<input type="checkbox"/>	<input type="checkbox"/>
Trade shows	<input type="checkbox"/>	<input type="checkbox"/>
VIP program	<input type="checkbox"/>	<input type="checkbox"/>
Viral marketing <i>What you put out for public consumption is so interesting or exciting that people who experience it pass it on to others, who pass it on to still more people so your message expands exponentially.</i>	<input type="checkbox"/>	<input type="checkbox"/>
Waiting room ads	<input type="checkbox"/>	<input type="checkbox"/>

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CONTESTS AND GIVEAWAYS

	use	like to use or improve
Contests	<input type="checkbox"/>	<input type="checkbox"/>
Giveaways	<input type="checkbox"/>	<input type="checkbox"/>
Rebates	<input type="checkbox"/>	<input type="checkbox"/>
Sweepstakes	<input type="checkbox"/>	<input type="checkbox"/>

JOINT VENTURES – companies teaming up to do:

Joint events	<input type="checkbox"/>	<input type="checkbox"/>
Promotions	<input type="checkbox"/>	<input type="checkbox"/>
Sales	<input type="checkbox"/>	<input type="checkbox"/>
Other _____	<input type="checkbox"/>	<input type="checkbox"/>

OFFBEAT

Stadium advertising	<input type="checkbox"/>	<input type="checkbox"/>
Blimps	<input type="checkbox"/>	<input type="checkbox"/>
Balloons	<input type="checkbox"/>	<input type="checkbox"/>
Movie theater commercials	<input type="checkbox"/>	<input type="checkbox"/>
Other _____	<input type="checkbox"/>	<input type="checkbox"/>

OUTDOOR ADVERTISING

Billboards	<input type="checkbox"/>	<input type="checkbox"/>
Signs	<input type="checkbox"/>	<input type="checkbox"/>
A-frame sidewalk signs	<input type="checkbox"/>	<input type="checkbox"/>
Roadside person in costume with sign	<input type="checkbox"/>	<input type="checkbox"/>
Transit advertising	<input type="checkbox"/>	<input type="checkbox"/>

PUBLICITY EVENTS

Book signings	<input type="checkbox"/>	<input type="checkbox"/>
Demonstrations	<input type="checkbox"/>	<input type="checkbox"/>
Parties	<input type="checkbox"/>	<input type="checkbox"/>
Presentations and speaking events	<input type="checkbox"/>	<input type="checkbox"/>
Workshops and seminars	<input type="checkbox"/>	<input type="checkbox"/>
Other _____	<input type="checkbox"/>	<input type="checkbox"/>

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2. Is what you are doing to promote your organization:

- ☐ Integrated – working together well?
- ☐ Part of a larger plan?
- ☐ Reinforcing your brand consistently?
- ☐ Effective?

3. Are you monitoring your marketing success? How?

- ☐ Number of new customers.
- ☐ Number of referrals.
- ☐ Number of phone calls.
- ☐ Number of coupons used.
- ☐ Number of email requests or responses.
- ☐ Number of feedback forms submitted from website(s).
- ☐ Sales dollars.
- ☐ Volume of comments on social media. (see page 16)
- ☐ Other _____

How are you monitoring
your success?

4. Do you have a person who is in charge of traditional marketing?

☐ Yes, and this is their contact information:

Name: _____

Title: _____

Email: _____

Phone: _____

☐ No.



7

Online Marketing

Websites have changed. With faster internet access and with all the new technology introduced over the past few years, the expectations of website visitors have changed. People expect content on sites to change frequently. They expect to be entertained and see interesting graphics. Old-style websites stand out, and not in a good way. This section will help you discover how many ways you can add to your basic web presence, and use your website to draw new visitors, then keep them coming back for more of what you have to offer.

The internet has changed.
Not the same old song and dance
of two years ago...



1. What is the purpose of your web presence?

With a clear vision of your purpose, it is easier to stay on target with your message and have proper organization of the site.

(Check all that apply)

- ☐ Building community
- ☐ Customer service
- ☐ Entertainment
- ☐ Information
- ☐ Product sales
- ☐ Providing services
- ☐ Teaching or training
- ☐ Vendor services
- ☐ Other _____

2. Is the audience for your website the same as for your other types of audiences or are you aiming for a different demographic – or different demographics on different sites?

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3. Which of the following vehicles are you using as part of your web presence? (Check all that apply)

BLOG

Website address:



Mostly text (like Wordpress or Typepad)

Use

Like to use
or improve

☐
☐


Media (like Vox)

☐
☐


Photographic (like Tumblr)

☐
☐

Integrated into website

☐
☐

FORUM

Website address:

GALLERY

Website address:



Photo gallery (like Flickr or Snapfish)

☐
☐

Integrated into website

☐
☐

ONLINE STORE – what kind?

Website address:



Amazon aStore (or embedded links in site)

☐
☐


Café Press

☐
☐


eBay store

☐
☐

eCommerce solution on your website

☐
☐


Etsy store (for handmade items – art, crafts, glass, candles, clothing, tapestries, etc.)

☐
☐

Other: _____

☐
☐

YOUR OWN WEBSITE

Website address:

Public website, open to all

☐
☐


Members-only portions, log-in required

☐
☐


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SOCIAL MEDIA

This phenomenon focuses on building community. Originally started for students, these sites became a draw for adults and for marketers when they discovered how easy it was to reach their audience if they chose the right type of site and used it properly to promote their wares. These are great for creating interest groups, and they aren't for every business or every audience.

	Use	Like to use or improve
 FaceBook	<input type="checkbox"/>	<input type="checkbox"/>
 Linked In	<input type="checkbox"/>	<input type="checkbox"/>
 MySpace	<input type="checkbox"/>	<input type="checkbox"/>
 Plaxo	<input type="checkbox"/>	<input type="checkbox"/>
 Twitter	<input type="checkbox"/>	<input type="checkbox"/>
 YouTube	<input type="checkbox"/>	<input type="checkbox"/>
Other: _____	<input type="checkbox"/>	<input type="checkbox"/>

Did you know that you can become a fan of my business on Facebook™?

oh, yeah!?
I will have to check that out.

4. Is what you are doing on your sites:

- ☐ Integrated – working together well?
- ☐ Part of a larger plan?
- ☐ Reinforcing your brand consistently?
- ☐ Changing often enough to drive repeat visits?
- ☐ Monitored for inappropriate posts

on forums, social media, or blog comments?



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5. Do you use any of the following features on your website(s)?
Are you interested in adding or improving any of these features?

WEBSITE FEATURES	Use	Like to use or improve
eNewsletters (<i>electronic newsletters</i>)	<input type="checkbox"/>	<input type="checkbox"/>
eZines (<i>electronic magazines</i>)	<input type="checkbox"/>	<input type="checkbox"/>
Events calendar	<input type="checkbox"/>	<input type="checkbox"/>
Flash productions	<input type="checkbox"/>	<input type="checkbox"/>
Free downloads		
• Articles	<input type="checkbox"/>	<input type="checkbox"/>
• eBooks	<input type="checkbox"/>	<input type="checkbox"/>
• Audio –MP3	<input type="checkbox"/>	<input type="checkbox"/>
• Video	<input type="checkbox"/>	<input type="checkbox"/>
• Other: _____	<input type="checkbox"/>	<input type="checkbox"/>
Mail list opt-in(s) (<i>subscribe, join, notify me when</i>)	<input type="checkbox"/>	<input type="checkbox"/>
Membership Manager	<input type="checkbox"/>	<input type="checkbox"/>
Online Memberships		
• Free	<input type="checkbox"/>	<input type="checkbox"/>
• Subscription-based	<input type="checkbox"/>	<input type="checkbox"/>
Online Joint Ventures		
• Reciprocal links with other businesses	<input type="checkbox"/>	<input type="checkbox"/>
• Follow-on sales	<input type="checkbox"/>	<input type="checkbox"/>
• Interviews on blogs	<input type="checkbox"/>	<input type="checkbox"/>
• Articles on other sites	<input type="checkbox"/>	<input type="checkbox"/>
• Joining or being a sponsor of an online promotion or event involving several businesses	<input type="checkbox"/>	<input type="checkbox"/>
Podcasts (<i>audio clips</i>)	<input type="checkbox"/>	<input type="checkbox"/>
Press releases and press kit	<input type="checkbox"/>	<input type="checkbox"/>
Video clips	<input type="checkbox"/>	<input type="checkbox"/>
RSS Feed(s) (<i>news feed</i>)	<input type="checkbox"/>	<input type="checkbox"/>
Search Engine Optimization (SEO)	<input type="checkbox"/>	<input type="checkbox"/>
Walk-on video	<input type="checkbox"/>	<input type="checkbox"/>

published online or distributed via email

Follow-on sales: offering your product on someone else's "Thank you" page after a purchase or allowing someone else to have their product on yours.

All of these features may be integrated with the ZD-CMS™. They work seamlessly together... Hint... hint... Call Zee Designs.

HEY... Who said that?

6. Do you advertise online?

- ☐ No, and I am not interested.
- ☐ No, and I would like to.
- ☐ Yes, and this is where I advertise: *(check all that apply)*
 - ☐ Google Adwords, AdSense
 - ☐ Bloglines
 - ☐ Craig's List
 - ☐ Yahoo Search Marketing
 - ☐ Online directories *(yellow pages, association memberships, professional directories, etc.)*
 - ☐ Yahoo Search Marketing
 - ☐ Other: _____
- ☐ Yes, and I would like to make it more effective.

7. Do you have advertisements on your site?

- ☐ No, and I am not interested.
- ☐ No, and I would like to.
- ☐ Yes, this kind of advertisements: *(check all that apply)*
 - ☐ Google Adwords, AdSense
 - ☐ Bloglines
 - ☐ Yahoo Search Marketing
 - ☐ Other: _____

8. Are you monitoring the success of your online strategy?

- ☐ No, and I am not interested.
- ☐ No, and I would like to.
- ☐ Yes, and this is how: *(check all that apply)*
 - ☐ Website traffic statistics
 - ☐ Online sales
 - ☐ Comments on blogs
 - ☐ Memberships
 - ☐ Size of email list
 - ☐ Other: _____



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9. Do you have a person who is in charge of online marketing?

☐ Yes, and this is their contact information:

Name: _____

Title: _____

Email: _____

Phone: _____

☐ No.

Quite possibly the most important
part of this questionnaire.
Zee Designs delivers results...
What can we do for you?

This Marketing Questionnaire is a gift from Zee Designs to you. We can enhance your experience of this by providing you a written evaluation in return for sharing your information with us. Evaluations start at \$360. If you are interested in a written evaluation from us, provide us with a copy of the completed questionnaire, along with a collection of your current marketing materials (as PDF files or hard copy), and email or send it via postal mail to us.

Additionally, are there features mentioned in this questionnaire about which you would like more information? If so, please contact Zee Designs:

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— simply evolutionary™ —