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.
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?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

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

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

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

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: __________________________________________________________________________  
   __________________________________________________________________________  
   __________________________________________________________________________  
   __________________________________________________________________________
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? __________________________________
   ______________________________________________________
   ______________________________________________________
   ______________________________________________________
   ______________________________________________________

START HERE:

1. with a logo

2. CREATE: a corporate identity

3. DEVELOP: a branded website

4. MAINTAIN: this look throughout all future marketing materials
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.

1. Do you have a specific marketing plan that is currently driving your marketing efforts?
   □ Yes.
   □ No.

   Please explain: _________________________________________
   ______________________________________________________
   ______________________________________________________
   ______________________________________________________
   ______________________________________________________
   ______________________________________________________
   ______________________________________________________
   ______________________________________________________
   ______________________________________________________
   ______________________________________________________

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

1.
2.
3.
4.
5.
6.
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? ______________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
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 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?

<table>
<thead>
<tr>
<th>PRINT</th>
<th>Use</th>
<th>Like to use or improve</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brochure</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Calendars</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Cards</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Value-Pac or Card Pack coupons</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Community papers</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Coupons and special offers</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Direct Mail</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Directories</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Flyers</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>In-flight audio advertisements, programs</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Ads or articles in in-flight magazines</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Magazine ads</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Mail order catalogs</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Matchbooks with your logo and website</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Newsletter</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Newspaper ads</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Press releases</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Supermarket receipts</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Trade magazines</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Yellow page ads</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

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

Business cards... postcards... referral cards... and thank you cards... OH MY!
**Marketing Plan**

**Traditional Marketing**

- **Radio**
  - Ads
  - Programs
  - Public Service Announcements
  - Community Calendar

- **Telemarketing**
  - Live
    - Market Research
    - Announcements
    - Promotion
  - Robotic
    - Market Research
    - Announcements
    - Promotions

- **TV**
  - Ads
  - Programs
  - Public Service Announcements
  - Community Calendar

*Hey you! Are you advertising everywhere you could be? Have you even considered radio... tv... or telemarketing?*
### Marketing Plan

**Traditional Marketing**

**Online Marketing**

---

#### Word of Mouth Marketing

<table>
<thead>
<tr>
<th>Activity</th>
<th>Use</th>
<th>Like to Use or Improve</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conventions</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Customer Referral Programs</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Fairs and Festivals</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Fan Clubs</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Focus Groups</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Multilevel Marketing</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Networking meetings <em>(meeting people, doing presentations)</em></td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Panel Discussions at professional meetings</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Product placements</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Refer-a-friend program</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Seeding</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Making comments on forums</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>• Getting bloggers to write about you</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>• Inspiring thought leaders in your field to mention what you do in their writing or presentations</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>• Writing Amazon book reviews on books that are in your area or expertise</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Seminars</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Sponsorships</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Testimonials</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Trade shows</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>VIP program</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Viral marketing</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td><em>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.</em></td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Waiting room ads</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>
### Zee Designs Inc. Marketing Questionnaire

**marketing plan:** traditional marketing : online marketing

Contact Information:
- zeedesigns.com
- info@zeedesigns.com
- 702 795 7300

### CONTESTS AND GIVEAWAYS

<table>
<thead>
<tr>
<th></th>
<th>Use</th>
<th>Like to Use or Improve</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contests</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Giveaways</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rebates</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sweepstakes</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### JOINT VENTURES – companies teaming up to do:

<table>
<thead>
<tr>
<th></th>
<th>Use</th>
<th>Like to Use or Improve</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joint events</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other ____________________________________</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### OFFBEAT

<table>
<thead>
<tr>
<th></th>
<th>Use</th>
<th>Like to Use or Improve</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stadium advertising</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blimps</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Balloons</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Movie theater commercials</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other ____________________________________</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### OUTDOOR ADVERTISING

<table>
<thead>
<tr>
<th></th>
<th>Use</th>
<th>Like to Use or Improve</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboards</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Signs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A-frame sidewalk signs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Roadside person in costume with sign</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transit advertising</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### PUBLICITY EVENTS

<table>
<thead>
<tr>
<th></th>
<th>Use</th>
<th>Like to Use or Improve</th>
</tr>
</thead>
<tbody>
<tr>
<td>Book signings</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Demonstrations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parties</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presentations and speaking events</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Workshops and seminars</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other ____________________________________</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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I just had the BEST idea for an event. It involves a raffle... and get this... a blimp!
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 ________________________________

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.
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.

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?

   ____________________________________________________
   ____________________________________________________
   ____________________________________________________
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)
- 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

All this blog and forum talk sounds like a foreign language... I just don’t get it.
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.

<table>
<thead>
<tr>
<th>Use</th>
<th>Like to use or improve</th>
</tr>
</thead>
<tbody>
<tr>
<td>FaceBook</td>
<td>☐</td>
</tr>
<tr>
<td>Linked In</td>
<td>☐</td>
</tr>
<tr>
<td>MySpace</td>
<td>☐</td>
</tr>
<tr>
<td>Plaxo</td>
<td>☐</td>
</tr>
<tr>
<td>Twitter</td>
<td>☐</td>
</tr>
<tr>
<td>YouTube</td>
<td>☐</td>
</tr>
<tr>
<td>Other: __________________________</td>
<td>☐</td>
</tr>
</tbody>
</table>

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

Did you know that you can become a fan of my business on Facebook™?
Oh, yeah!? I will have to check that out.

Did you know that you can become a fan of my business on Facebook™?
Oh, yeah!? I will have to check that out.
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**

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

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?**

pitched online or distributed via email

*Where do you see the potential for growth in your business?*
marketing plan : traditional marketing : online marketing

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: ________________________________
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.

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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