

### Who is your target customer?

*Who is the best customer?*

*What can you tell me about them?*

*What is the main thing that attracts your best customers to you?*

*Where are your customers located?*

*What new customers should be coming to you now and why aren't they coming?*

Answer:

### Who is your primary competition?

*What is the main thing that attracts customers you would like to your competition?*

*What are the biggest misconceptions or barriers keeping customers away from you?*

*From your customers perspective, what is the most important thing you do better than your competition?*

Answer:

### What is your current marketing?

*What is the current marketing strategy focused on achieving?*

*What does success look like in terms of sales or key metrics, and can you currently directly measure them?*

*What marketing is working the hardest for you at the moment in delivering results and what has worked the best in the past?*

*Where do you think you could best improve your current marketing/advertising efforts?*

Answer:

### How do you define success?

*How many customers do you need to reach and convert to be successful with this campaign?*

*Which customer group or products represent your biggest volume of sales and which customer group, or products represent higher value sales?*

*Are there any significant or seasonal sales patterns that are important to you?*

Answer:

### What are the most important benefits or features you need to communicate in your marketing and advertising?

*What is the image you would like customers to have of your business?*

*Do you have any exciting or new "news" that the consumer doesn't currently know?*

*What do you do better than any competitors?*

*Are there any misconceptions potential customers have about your business?*

*What is the most important thing potential customers should know about you that they don't know now?*

Answer:

### What is the single biggest thing you would change today if possible?

*What is the biggest concern that keeps you up at night?*

*What are the most important things people should know today about your products and/or services?*

Answer:

### How effective is your website in winning you customers and driving revenue?

*Are you actively selling from your website?*

*Is web traffic to your site growing? What pages do visitors look at the most, why?*

*How often are people coming back to your site and what action are they taking as a result of visiting your site?*

Answer:

### How would you sum up your desired business results in a few words or short sentences?

*"Example: Convince local homeowners in zip code 71105 with HHI of \$75k+ that Joe's Plumbing is a better and more trustworthy solution than those big plumbing guys."*

Answer:

### What is your potential budget, time frame to get started, and desired campaign length?

#### **Budget:**

*What is your estimated budget for this campaign?*

*Are there any budget constraints or considerations we should be aware of?*

#### **Time Frame:**

*When are you looking to start this campaign?*

*Do you have any specific deadlines or launch dates in mind?*

#### **Campaign Length:**

*How long do you envision this campaign running?*

*Are you considering a short-term or long-term campaign, or is the length flexible depending on results?*

Answer: