Marketing Strategy Questionnaire

The questions below are a preliminary for defining your marketing strategy and action plan. Please take your time in answering the questions; the more thoughtful the response the more constructive the ensuing discussion will be.

It is recommended that the entire executive management team complete the questionnaire independently without conference.

The questionnaire is designed to be completed using word processing software, such as Microsoft Word.

NAME:

BUSINESS:

Section 1 – Understanding who you are

1. What does your business produce? (Matter of fact)

2. In one sentence, what is your business vision? (Hint: What difference will your business have made to the world in 10 years time?)

3. Please describe as best as you can your current marketing strategy using the table below.

Market	E.g. Hedge Funds	Market 2	Market 3	Market 4
Brand Positioning	E.g. Low cost, easy to implement, intelligent FX Liquidity aggregator			
Core message	E.g. Our tech helps you make more money			
Content Marketing	E.g. Website, Blogs, Social Media..etc.			
Direct Marketing	E.g. Advertising, mailshots, events,			

	cold calls, referrals, etc.			
Sales Support and Collateral	E.g. Brochures, Presentations, event stands, technical documentation, gifts, etc.			
PR Activity	E.g. Press releases, hires, Partnerships, Customers, commentary, etc.			
Money (budget)	e.g. $100,000/annum			
Measurement	KPs; e.g. web visitors, inbound leads, time to cash, sales cycle conversion rates, etc.			
CAC	E.g. $5000			
CLV	E.g. $400,000			

4. What is your business good at, do you need to be good at it? What is your business bad at, do you need to be better at it?

No	Capability	Strength?	Weakness?	Critical?
1	E.g. After sales care	Y		Y
2				
3				
4				
5				
6				
7				
8				
9				
10				

Section 2 – Understanding who you sell to

1. Who are your customers (types of businesses/people) and who makes the decision to buy your product/service – the Decision Making Unit (DMU)?

No	Customer	Location	DMU	Attractiveness
1	E.g. Hedge Funds		CEO/FD	H(igh), M(edium), L(ow)
2				
3				
4				
5				
6				
7				
8				
9				
10				

2. Please profile three (3) typical DMUs, give them a fictitious name, describe their life, their habits and behaviours, their likes and dislikes, and which type of business the profile applies to:

3. Are the users of your service/product the same as the DMU? If not, what influence do they have on the purchase decision?

4. Who/what else has obvious influence on the purchasing decision?

No	Influencer	Level of Influence
1	E.g. Accountant, Lawyer, Consultant, CTO, COO, The guy behind the local bar, CEO of XYZ hedge fund, etc.	H(igh), M(edium), L(ow)
2		
3		
4		
5		
6		
7		
8		
9		
10		

5. Why do the DMUs buy *the* service/product? (Note, not why they buy it from you)

6. Why do users use *the* service/product? (Note, not why they use your service/product)

7. Why do customers choose to buy from you – what is your USP and/or your irresistible offer?

8. How long is your average sales cycle? If the sales cycle is significantly different depending on the market/customer, please describe each. Where are the bottlenecks and what are your thoughts on the reasons for these?

9. For each market you service, please assign your estimate for the percentage of target customers that are in each state defined below:

State	Market 1	Market 2	Market 3
Unaware of your service/brand			
Aware, but do not think it applies to them/not interested			
Aware, interested, but not committed			
Aware and committed (customer)			
Advocate (would/are recommending you)			
TOTAL	100%	100%	100%

Understanding your competitors

1. Who are the main businesses that compete with you for customer business?

2. Why do customers choose to buy your competitor's service/product rather than yours?

3. What elements of your competitor's marketing and proposition do you admire and why?

4. What elements of your competitor's marketing and proposition do you think they get wrong/could do better?

5. How do your competitor's positioning and USPs differ from yours?

The future

1. Please give an overview of your expansion plans for the coming 3 years.

2. Please give an overview of some of the ideas you have for your marketing strategy and why you think these are good ideas

3. Please give an overview of some of the trends/issues you think may affect your business and strategy in the coming years:

Area	Trends/issues
Political:	E.g. New regulations (detail)
Economic:	E.g. Lower budgets, recession,
Societal:	E.g. Mobile, Cult of Me,
Technological:	E.g. New Protocols, systems,
Legal:	E.g. FX FIX indictments,
Environmental:	E.g. Low carbon footprint,