



## Marketing Consulting Questionnaire

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*In preparation for our upcoming meeting and to better serve your wants and needs we ask you to take a few minutes to answer the following questions. It is completely up to you what questions you feel are necessary to answer, but we do ask you to be as detailed as possible with each one you choose. We thank you in advance for participating.*

Describe your clients:

Provide a small description of your company's target audience.

What services do you offer your clients?:

Provide a list of areas your company specializes in.

Do you have a mission, vision or tag line for your company? If yes, please provide each one below:

What are your top selling points?:

Provide a list of strategies your company utilizes to bring in clients.

What sets you apart from your competition?:

Provide a small list of the attributes, characteristics, qualities etc. that differentiates your company from others.

How do you communicate with current and past clients?:



Provide a list of ways your company reaches out to past and current clients.

How do you communicate with potential clients?:

Provide a list of ways your company reaches out to potential clients.

How do potential clients find you?:

Provide a list of marketing tools your company utilizes to spread the word.

What are you currently promoting in your market?:

Provide a small overview of your company's current focus.

Do you have a company website? If yes, please provide your website URL:

Are you on Facebook, Twitter, LinkedIn or any other social media accounts? If yes, 1. Who manages the accounts? 2. How often are you on the accounts? 3. How many followers/friends/connections do you have on each account?:

Does your company have a logo?:

In what areas do you need to improve your marketing and communication?:

What assistance are you looking for from Janese Maricelli, MCGA?:

What are your short term (6 months) and long-term (6 months +) goals?: