|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Marketing\*** | | | | | | | | | | | | | | | | | | | | | |
| Do you have a marketing budget? | | | | | | | | |  | | | Yes | | | | | | |  | No | |
| Is the marketing budge fully utilized every month? | | | | | | | | |  | | | Yes | | | | | | |  | No | |
| Do you have a marketing plan? | | | | | | | | |  | | | Yes | | | | | | |  | No | |
| Do you know who your competitors are? | | | | | | | | |  | | | Yes | | | | | | |  | No | |
| If yes, what attributes or benefits do they offer? | | | | | | | **COMPETITOR** | | | | | | **BENEFITS** | | | | | | | | |
|  | | | | | |  | | | | | | | | |
|  | | | | | |  | | | | | | | | |
|  | | | | | |  | | | | | | | | |
| What unique benefits do you offer? Kindly check all that apply. |  | Convenience | | | | | | |  | | Quality | | | | | | | | | | |
|  | Service | | | | | | |  | | Warranty | | | | | | | | | | |
|  | Safety | | | | | | |  | | Competitive Price | | | | | | | | | | |
|  | Other (please describe) | | | | | | |  | | | | | | | | | | | | |
| What is your pricing policy? |  | Cost plus (production cost + a determined profit margin) | | | | | | |  | | Target return (priced to achieve your desired return on investment (ROI)) | | | | | | | | | | |
|  | Value based (based on the value created for the customer) | | | | | | |  | | Market based (based on competitor’s pricing – ‘fair’ price) | | | | | | | | | | |
|  | Other | | | | | | |  | | | | | | | | | | | | |
| Who are your targeted customers? | Age | | | | |  | | | Ethnicity | | | | | |  | | | | | | |
| Religion | | | | |  | | | Education | | | | | |  | | | | | | |
| Gender | | | | |  | | | Income Level | | | | | |  | | | | | | |
| Other | | | | |  | | | | | | | | | | | | | | | |
| What are your customers’ needs and/or desires (expectations)?– 150 words |  | | | | | | | | | | | | | | | | | | | | |
| What image do you aim to portray? |  | | | | | | | | | | | | | | | | | | | | |
| What is your advertising message? |  | | | | | | | | | | | | | | | | | | | | |
| Does the message focus on the customer’s expectations? | | | | | | | | |  | | Yes | | | | | |  | | | No | |
| Does the message reflects your image? | | | | | | | | |  | | Yes | | | | | | |  | | No | |
| Do you have a website for your company? | | | | | | | | |  | | Yes | | | | | | |  | | No | |
| If yes, please provide a link to your website. | | | | | | | | |  | | | | | | | | | | | | |
| What advertising media do you use? (Please check all that apply). |  | | Digital Marketing | | | | | |  | | Television | | | | | | | | | | |
|  | | Radio | | | | | |  | | Bill Boards | | | | | | | | | | |
|  | | Print (flyers) | | | | | |  | | Email | | | | | | | | | | |
|  | | Other | | | | | |  | | | | | | | | | | | | |
| For digital marketing, please check all that apply. |  | | Company Website | | | | | |  | | Facebook | | | | | | | | | | |
|  | | LinkedIn | | | | | |  | | Instagram | | | | | | | | | | |
|  | | Google MyBusiness | | | | | |  | | WhatsApp | | | | | | | | | | |
|  | | Other | | | | | |  | | | | | | | | | | | | |
| What evidence is offered to the customer to support your message claims? |  | | Testimonials | | | | | |  | | Product Demonstration | | | | | | | | | | |
|  | | Other | | | | | |  | | | | | | | | | | | | |
| Do you have an online marketing strategy? | | | | | | | | |  | | Yes | | | | |  | | | | No | |
| If yes, what element does it include? |  | | | Social Media Page(s) | | | | |  | | Blogs / Youtube / Podcasts | | | | | | | | | | |
|  | | | Newsletters | | | | |  | | Search Engine Optimization | | | | | | | | | | |
| Do you have a public relations strategy? | | | | | | | | |  | | Yes | | | | |  | | | | No | |
| Do you have a research and development program? | | | | | | | | |  | | Yes | | | | |  | | | | No | |
| If yes, please describe (150 words) | | |  | | | | | | | | | | | | | | | | | | |
| Are your promotional efforts bringing in new business? | | | | | | | | |  | | Yes | | | | |  | | | | No | |
| How regularly do you measure the following metrics? |  | | | | **FREQUENCY** | | | | | | | | | | | | | | | | |
| **DESCRIPTION** | | | | Never | | | Daily | | Weekly | | | | Monthly | | | | | | | annually |
| Advertisement | | | |  | | |  | |  | | | |  | | | | | | |  |
| Marketing | | | |  | | |  | |  | | | |  | | | | | | |  |
| PR Strategy | | | |  | | |  | |  | | | |  | | | | | | |  |
| Do you set specific goals for each marketing effort? | | | | | | | | |  | | Yes | | | | |  | | | | No | |
| If yes, on what are your goals based? (150 words) | | |  | | | | | | | | | | | | | | | | | | |