**Online Marketing Brief Questionnaire**

This questionnaire is designed to help you! It lists a series of questions that will help us respond to your marketing needs, define goals and estimate budgets.

Please answer the questions to the best of your ability, by keying in to the right of each question. Leave   
blank anything that does not apply. When you have completed the questionnaire, email it back to us so   
we can discuss your project in further detail. Email the completed questionnaire back to [info@markygenterprises.com.au](mailto:info@markygenterprises.com.au)

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| --- | --- | --- |
| **Document Date:** |  |  |
| **Company:** |  |  |
| **Company Website:** |  |  |
| **Primary Contact:** | **Name:**  **Position:**  **Address:**  **Tel/Mobile:**  **Email:** |  |
| **Additional Notes:** |  |  |

**What are your main goals**

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| --- | --- | --- |
| **Strategy**  Please briefly explain why you are looking for in an online marketing strategy and what you would most like to achieve? |  |  |
| **Goals**  Outline the most important KPIs you would like to measure and improve.  (E.g. Increase current online sale of $10,000/Month by 20%, Grow current Facebook Followers (5000) by 20% each year). |  |  |

**Budgets**

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| **Advertising budget?**  What is your current monthly budget? If not, do you have one in mind? | Strategy and support: $  Media buying: $ |  |

**Product / services**

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| **Offering:**  Describe your product/s and or core offering. |  |  |
| **Price and margins:**  What is the average dollar value and profit margin per sale? |  |  |
| **Point of difference:**  What is your point of difference? What gives you the edge over your competitors? |  |  |
| **Monthly sales:**  What are your current monthly sales?   * In Store * Phone Orders * Online |  |  |

**Tell us about your audience**

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| --- | --- | --- |
| **Target audience:**  Audience demographics overview. (Gender/Age/Income/Interests/…) |  |  |
| **Objections to sale:**  What are the top 3 questions you get asked from potential Customers?  How do you answer these questions? |  |  |
| **Barriers to sale:**  What is the biggest barrier keeping customers from buying your products? |  |  |
| **Selling points:**  Which selling points work particularly well? |  |  |

**Online marketing setup**

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| **Website platform**  What system is your current website built in? |  |  |
| **Sales platform**  Are you using a CRM tool (Customer Relationship Management)? |  |  |
| **eCommerce platform**  Are you selling online? What eCommerce system are you using? |  |  |
| **eCommerce channels**  Are you using any other shopping channels?  (Eg. eBay, Amazon, Facebook, Google merchant centre etc.) |  |  |
| **Email marketing**  Do you have any automated email remarketing tools setup?  (Eg. MailChimp, ActiveCampaign etc.) |  |  |
| **Current audience size**  List current audience statistics by channel? | Website visits (per mth):  Website page views (per mth):  Email database (no. of subscribers):  Facebook Followers:  Instagram Followers:  Twitter Followers:  SnapChat Followers:  LinkedIn Followers:  YouTube Subscribers:  Others: |  |
| **Current marketing activities**  What are your current marketing activities? (Eg. SEO, blog posts, electronic mail, AdWords, Facebook etc.) Please list channel and frequency. |  |  |
| **Performance**  What has been the best performing marketing activity in the past and why? |  |  |
| **Current offers**  What offers do you have? What has worked best in the past? |  |  |
| **Marketing schedule**  Do you have a marketing schedule? |  |  |

**Reporting and analysing**

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| **Tracking setup**  Are you using any of the following tracking methods:   * Google Tag Manager * Google Analytics * Google Search * Google eCommerce Tracking * Google AdWords conversion rate tracking * Goal tracking * Facebook pixel | |  |  |
| **Reporting**  Is anyone currently analysing your data and reporting on KPIs and ROI?  If so, do you know your ROI on advertising spend?  And Cost Per Acquisition for each individual channel? |  | |  |

**Online marketing requirements**

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| **Strategy and reporting**  Would you like us to develop an online marketing plan or monthly marketing reports? |  |  | | |
| **Pay per click**  Would you like us to implement Pay Per Click & Google AdWords campaigns? |  |  | | |
| **SEO: Key search terms**  What words or phrases would people use to find you in Google? |  |  | | |
| **Website optimisation?**  Is your site currently optimised for organic search rankings? If not please explain what you’ll require.  Would you like to setup dedicated landing pages for your campaigns? |  |  | | |
| **Social media marketing**  Do you require Social Media Marketing (Facebook, Twitter etc.)?  If so which channels? |  |  | | |
| **Email marketing**  Do you need assistance with setting up marketing automation? |  | |  |
| **Content marketing**  Do you need assistance with copy writing, blog posts etc.? |  | |  |
| **Other:** |  | |  |