

Web Marketing Questionnaire

Please answer the questions below with great detail, thought and expansion.
Focus, be mindful and answer the questions thoroughly – this questionnaire is a critical web marketing mapping step.

PRODUCT/SERVICE DESCRIPTION

- What your product or service? Describe in great detail.
- What are the benefits of your product or service?
- What does the customer get when they buy your product or service?
- Does your product or service have a guarantee?

MARKET/COMPETITION/NICHE

- Who is your competition? Describe in great detail.
- What marketing tactics/mediums are your competitors using?
- How is your product or service different from your competition? How do you differentiate yourself against your competition?
- What is the main advantage of doing business with you or your company?

CUSTOMER DESCRIPTION

- Describe your ideal customer...Examples - Age, Income, Profession, Marital Status, Hobbies.
- What are your customers...Needs? Fears? Frustrations? Desires?
- What problems does your ideal customer possess that your product or service can solve?
- What end result is your customer looking for from your product or service?
- How does your customer want to feel when experiencing your product or service?
- Under what circumstances does your target customer start thinking about buying what you have to sell? What would cause someone to want/need to buy what you sell in the first place?

- What things are important to your ideal customer when buying what you have to sell?
- What are the important and relevant issues your customer needs to be aware of before they buy what you sell?
- What objections might your customer bring up when contemplating buying what you have to sell?
- How can you help your potential customer overcome those objections?

RELEVANT WEBSITE QUESTIONS

- List keywords and/or phrases that best describe what you do. Think from your customer's perspective.
- Do you have testimonials?
- On your website, do you offer anything to create urgency to sign up or take action with you? Example – Free Trial, Special Offer, Limited Offer.
- On your website, do you offer anything free? Example – Mortgage Calculator.
- What is the main, key, or primary action you want visitors to take when they come to your site?
- Is there a secondary action that you want customers to take when they visit your website?

Thank you for taking time to complete this questionnaire. 😊

Next Step – Marketing Questionnaire Follow up