

MARKETING QUESTIONNAIRE FOLLOW UP

Thank you for answering the questions below with great detail, thought and expansion. The questions were designed to call out necessary marketing assets – your answers helped bring clarity that we will use together to move your web marketing efforts in the most effective direction.

You may want to mark “To-Do” Action/Work in Progress items that emerge in this follow up with the **X** Symbol

What kind of evidence can you produce to build/improve your case based on the questions you answered in the questionnaire?

●PRODUCT/SERVICE DESCRIPTION

Follow Up Question - ARE THESE POINTS CLEAR ON YOUR SITE?

●MARKET/COMPETITION/NICHE

Follow Up Question - IS YOUR DISTINCTION CLEAR ON YOUR WEBSITE? USP?

●CUSTOMER DESCRIPTION

Follow Up Question - DOES YOUR WEBSITE APPEAL TO YOUR IDEAL CLIENT?

Follow Up Question - ARE YOU SHOWING THEM THAT YOU CAN SOLVE THEIR PROBLEMS?

Follow Up Question - DOES ALL YOUR MARKETING MATERIAL CATER TO YOUR IDEAL CLIENT?

Follow Up Question - ARE YOU FUNNELING THEM THROUGH THE SALES FUNNEL AS BEST AS POSSIBLE?

●RELEVANT WEBSITE QUESTIONS

Follow Up Question - ARE THE KEY DESCRIPTION WORDS CLEAR TO YOUR CUSTOMER ON YOUR WEBSITE?

Follow Up Question - DO YOU BEST PROMOTE YOUR BENEFITS?

Follow Up Question - ARE TESTIMONIALS EASILY FOUND?

ARE YOU CLEAR ON ACTION ITEMS THAT MAY HAVE EMERGED FROM THE QUESTIONNAIRE?