MARKETING A BUSINESS

QUESTIONNAIRE: MARKETING STRATEGY

Although certainly not an exhaustive list, the following are some items that you may want to consider when developing a marketing strategy or plan for your business, product, or service.

- What is the purpose of your product?
  _______________________________________________________
  (Potential considerations: Does it fix something? Clean something? Do you eat it? Drink it? Does it have medicinal values?, etc.)

- Who is your target audience?
  _______________________________________________________

- Where will you be selling your product or service?
  _______________________________________________________

- How do you want to advertise?
  _______________________________________________________

- Who do you want to perform marketing and advertising for your business, product, or service?
  _______________________________________________________
  (Potential considerations: Yourself? A professional advertising and marketing firm? Your children?, etc.)
• How much are you willing and realistically able to spend on advertising?
 ____________________________________________________________________________
(Potential considerations: 20% of your budget? 40% of your budget? $1,000? $100,000? $1,000,000? Sky’s the limit?, etc.)

• How much are you willing and realistically able to spend on packaging and labeling?
 ____________________________________________________________________________
(Potential considerations: 20% of your budget? 40% of your budget? $1,000? $100,000? $1,000,000? Sky’s the limit?, etc.)

• What do you think is your product’s biggest selling point?
 ____________________________________________________________________________
(Potential considerations: The price? The unique nature? The color? The durability? The adaptability?, etc.)

• What emotions or sensations do you want to convey as being associated with your product through your advertisements?
 ____________________________________________________________________________

• How long do you want your advertisements to run?
 ____________________________________________________________________________
(Potential considerations: One day? One week? Ten Months? Ten Years?, etc.)