

Powerfully Effective Marketing™ Consulting / Professional Services Application

discovery audit

(It is vital that you complete each section as fully as you can, so that I can get a handle on your needs, and better meet your expectations. Thank you.)

All information that you provide will be held in the strictest confidence.

THE FACTS

COMPANY DETAILS	CONTACT DETAILS
Name:	Name:
Address:	Job title:
	Job function:
	Tel no:
Tel no:	Mobile:
Website URL:	Email:

COMPANY INFORMATION – YOUR ‘DNA’	
Existing customer?	<input type="checkbox"/> Yes <input type="checkbox"/> No (If no, please specify where you heard of MediaMinister.co.uk)
Type of industry/sector:	
Nature of business: (Including primary products/services sold & sales volume)	
Annual turnover:	
No. of employees:	
No. of offices & locations:	

Do you currently have a dedicated marketing staff?	<input type="checkbox"/> Yes	
	<input type="checkbox"/> No	
	If yes:	How many are in-house?
		How many are out-sourced?
Do you have a marketing plan?	<input type="checkbox"/> Yes	
	<input type="checkbox"/> No	
	If yes, do you currently use it?	
	If no, is it something you are considering?	
Company/business background: (Including how long in operation, why this business was bought/started in the first place)		
Company mission statement (Define the essence and values of your business. What is your purpose? What do you stand for? How do you want to be perceived by your clients/customers? And the greater community? Please be as brief as you can)		
Being as objective as you can, what would you say you're business strengths and weaknesses are?		

WHERE YOU ARE NOW

Reviewing your current situation, where is your business now?	
How do you keep your current clients/customers informed of any updates or new products or services?	
Do you currently execute at least one marketing activity per month? If so, please specify:	

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What marketing/advertising do you do now, and how is it performing?	
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What works and doesn't work?	
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How much <u>per quarter</u> are you spending on marketing/advertising, and would you say it's paying off?	
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When is your busiest time of the year, and how much of your annual turnover does this account for?	
What advertising/marketing/promotion do you do during this busy time?	
When are your slow periods?	
What advertising/marketing/promotion do you do during this slack time?	

Please describe any customer/client initiatives you have in place:	
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Which of the following promotional tools do you currently use and how effective are they in encouraging a sale? (1=very ineffective 2= ineffective 3=neither effective nor ineffective 4=effective 5=very effective)	
Brochure	
Corporate profile	
Ezine/newsletter	
Media/press kit	
Product/service fact sheets	
Website	
Other (Please specify)	

What would you say your marketing/advertising strengths and weaknesses are?	
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What are the significant opportunities and threats that face your business?	
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What are your biggest sales/marketing/advertising challenges or frustrations? (Please list in order of importance, with the first being the biggest challenge)	
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What goal, if any, would be attained to solve these problems?	
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WHERE YOU WANT TO BE

What is your vision of where you want to be with your business? (Please include the short term, within the next year, and the mid term, within 5 years. Part of creating an effective marketing strategy is to clearly understand exactly where you are right now and where you want to be. So include that, too.)	
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Which 'big idea' will help you do that? (Think about an idea that will make your competitors wish they had thought of it first)	
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ABOUT YOUR AREAS OF NEED

Please check, from the selection in the following box, all items that are of currently of concern to you and with which you would like help (if more than one, please rate in order of importance to you, with 1 being the most important):

- | | |
|--|--|
| <input type="checkbox"/> Creating a marketing or advertising plan

<input type="checkbox"/> Generating more inquiries from my print advertising

<input type="checkbox"/> Improving overall effectiveness and persuasiveness of print ads

<input type="checkbox"/> Creating my company's USP (Unique Selling Proposition/Point of Difference) | <input type="checkbox"/> Designing, writing, and producing a company newsletter

<input type="checkbox"/> Creating an effective company or capabilities brochure

<input type="checkbox"/> Developing strategies for responding to and following up on inquiries

<input type="checkbox"/> Creating effective inquiry-fulfillment packages |
|--|--|

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<input type="checkbox"/> Determining which vertical industries or narrow target markets to pursue <input type="checkbox"/> How to effectively market and promote our product or service on a limited advertising budget to these target audiences <input type="checkbox"/> Producing effective sales brochures, catalogs, and other marketing literature <input type="checkbox"/> Creating a client/customer profile, and determining what makes them buy/how to sell to them <input type="checkbox"/> How to get good case histories and user stories written and published <input type="checkbox"/> Getting articles by company personnel written and published in industry trade journals <input type="checkbox"/> Getting editors to write about our company, products, or activities <input type="checkbox"/> Getting some editors to run our press release <input type="checkbox"/> Running and implementing a direct mail campaign or programme <input type="checkbox"/> Increasing direct-mail response rates <input type="checkbox"/> Generating low-cost yet qualified leads	<input type="checkbox"/> How to make our marketing communications more responsive and accountable <input type="checkbox"/> Writing and publishing a booklet, book, white paper or special report that can be used to promote our company or product/service <input type="checkbox"/> Choosing an appropriate premium or advertising specialty as a customer giveaway <input type="checkbox"/> Getting reviews/critiques of existing or in-progress copy of ads, mailings, brochures, and other premiums <input type="checkbox"/> How to promote our product/service using free or paid seminars <input type="checkbox"/> Building/improving our website <input type="checkbox"/> Using our website to generate business <input type="checkbox"/> Implementing an email marketing campaign <input type="checkbox"/> Learning proven strategies for marketing our product or service in a recession or soft economy <input type="checkbox"/> Determining the key benefits of our products/services <input type="checkbox"/> Seeing how we fare against our competitors <input type="checkbox"/> Other (please describe):
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If there was <u>one</u> thing you could improve in your marketing efforts, what would it be and what effect would it have on your business?	
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What goal, if any, would be attained to solve this problem?	
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Will you do the necessary work to get to where you want to be with my help?	
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ABOUT YOUR MARKETING BUDGET

<p>Please indicate the amount you are prepared to invest in order to achieve the solution to the above (please specify either the full allocated amount, or check off one of the following in the box below. I do need at least an approximate figure in order to determine how much or how little I can do for you or, indeed, if I can be of help at all):</p>

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> under £150 | <input type="checkbox"/> £150–£499 | <input type="checkbox"/> £500–£1,499 | <input type="checkbox"/> £1,500–£2,999 |
| <input type="checkbox"/> £3,000–£4,999 | <input type="checkbox"/> £5,000–£9,999 | <input type="checkbox"/> £10,00–£100,000 | <input type="checkbox"/> over £100,000 |

ABOUT THE CONSULTATION

WHEN WOULD YOU LIKE TO HAVE YOUR CONSULTATION?

Please indicate three different date/time slots, during normal business hours (the first been your most preferred time):

First choice	
Second choice	
Third choice	

Congratulations! That's it – you have finished.

Thank you so much for taking the time to complete this discovery audit.

Now simply email it to discovery@mediaminister.co.uk or copy and paste the answers into the body of an email message to the same address. You can also fax them to 0870 132 6334.

** Please include any copies of any previous/current promotional materials or documents you feel would be useful in developing solutions to your needs.*