

Marketing Analysis

(retail/dealer version)

A) CONTACT INFORMATION

Date of meeting _____

Advertised Name of Company _____

Legal Business Name _____

Operating
Address _____

Telephone _____ Fax _____

Email _____ Web _____

Name and Title of Advertising Decision Maker

Names and Titles of Key Influencers

Best Day(s)/Time(s) to meet/call _____

This is a: Franchise ___ Chain ___ Independent ___ Public Co ___

Partnership ___

Head Office Address _____

Agency _____ Contact _____

How Long in Business _____ Fiscal Year End _____

B) MARKETING/SALES INFORMATION

NOTE: Advertising deals with customer perceptions. Please try to answer these questions NOT in terms of reality, but in terms of customer perceptions. We will discuss the reality and how to change perceptions where perceptions do not match reality.

Biggest Competitive Advantage _____

Why?

Discussion

Biggest Competitor _____

Why?

Discussion

Competitor's Biggest Weakness _____

Why?

Discussion

80% of your customers currently come from _____

Why?

Where is your future? Estimating the values in this chart will help us build a more profitable advertising plan designed to give you an edge on your competitors.

Department/ Line	Current % of Sales	% of Profit Contribution	Growth Potential	Why/How

Does your company or any of your staff have any unique achievements, awards or history of note? _____

Any planned new products or services _____

What % of business is; New? ____ Repeat? ____

What are your competitors likely to say about your company/products/services?

C) ADVERTISING AND PROMOTIONS

What do you want people to think of **first** when they think of your business?

Why?

What do you want people to think of **first** when they think of your product line(s)?

Why?

What do you want people to think of **first** when they think of your services?

Why?

What is your corporate slogan? _____

What can we say about your business that your competitors can NOT say?

Why?

Discussion

~~What method do you use to determine your advertising budget?~~

What sponsorships are you planning? _____

Why?

Discussion

What shows or promotions are you planning? _____

Advertising and Sales Promotion Budget Summary

Media	Current %	Future %	Strengths/Weaknesses
Sponsorship			
Shows			
Yellow pages			
Newspaper			
Magazine			
TV			
Radio			
Billboard			
Direct Mail			
Mass mail			
Seminars			
Web			
Other			