

Developing Your Digital Marketing Strategy

This Questionnaire is designed to document the key aspects of your business.

Be honest and take some time to think about and answer the following questions to the best of your ability. Of course if you need to use more space to put your answers, grab a sheet or two of paper and start writing

Business Background
Share a brief history of your business. When did you start? Why?
What is it about your business and the work that you do that you're passionate about
What do you sell? List the products/services and prices. Alternatively, you can link to the web page with the information
Do you have employees or contractors? If so, how many
How is the business been performing over the past 12 months? Is this better or worse than the previous 2 years?



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Goals
What is your 'end game' for the business?
What are the revenue sources (if any) that you can access to grow the business?
What are your immediate goals?
What are the biggest challenges facing the business right now?
Compared to other businesses within your industry, are you growing, treading water or lagging?
What does success look like?



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Feedback
Do you collect customer feedback? If so how & what do you do with it?
How do clients find out about you?
Do you track & measure your leads/sales & conversions? If so, how
Current Clients
Who are your current clients?
What are their challenges
What are their goals? What are they trying to get done?
Where are the opportunities with these clients?



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What interests them
What problem(s) do you solve for them
What do they look for in an expert?

Ideal Client: NB: These are often different from the people you're working with currently.	
Age	
Gender	
Marital / Family Status	
Where are they based	
What do they do	
What do they earn	
Education Level	



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Can you divide customers into groups? (Ie Corporates, Retirees, etc)

Why would these people come to you

Why don't they use you currently

What would be their perfect customer experience

State of your market & current competition

How competitive is your market on a scale of 1 to 10, where 10 = super competitive?

Who are your biggest competitors? Include web links or social sites for them if you have them.

How do you differ to your competitors?



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Are you cheaper or more expensive?
Where are your competitors stronger than you?
Where are your opportunities over your competitors?
Are there any threats facing your industry?
Do you have busy & quiet times? If so, when
Does your industry as a whole face any, legislative restrictions, or bad press that need to be addressed?

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Marketing	
What is your web address?	
When was the last time you updated the site?	
Do you have Google Analytics? If yes, please attach the latest report	
What's the link to your Facebook Page?	
- How frequently do you post?	
- Do you think it's working?	
Do you have a LinkedIn profile?	
- How frequently do you post?	
- Do you think it's working?	
Do you use any other social platforms? Instagram / Twitter etc?	
- How frequently do you post?	
- Do you think it's working?	
Do you blog? If so, how often and what is the engagement like?	
Do you create any other forms of content? Video? Podcasts etc? If so, what is the engagement like?	



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Do you create any other forms of content?
Video? Podcasts etc?
If so, what is the engagement like?

Do you send a regular newsletter?
If so what platform do you use?

Do you utilise any marketing automation software?
If so what do you use and what are you tracking?

How do you currently find customers?

How much do you spend on marketing per year?

What do you currently do to promote or market your business and roughly how much you spend on each per year?

Which of the above mentioned activities work the best at generating sales?



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Is there anything you've tried in the past that hasn't worked?

What do you believe you need to fix about your marketing?

How do your competitors market themselves?

What information would you really like prospective clients to know about your business, your products/services and your team?