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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?

(Potential considerations: The young? The old? The rich? Men? Women? Children? Teenagers? Spanish-speaking individuals? Tourists? Lawyers? Doctors?, etc.)

- Where will you be selling your product or service?

(Potential considerations: United States? Europe? Drug stores? Supermarkets? Clothing stores? Internet?, etc.)

- How do you want to advertise?

(Potential considerations: Television? Radio? National magazines? Local newspapers? Trade Journals? Billboards? Internet? Sky-writer planes?, etc.)

- 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?

(Potential considerations: Ecstasy? Relief? Comfort? Tasty? Refreshing? Security, etc.)

- How long do you want your advertisements to run?

(Potential considerations: One day? One week? Ten Months? Ten Years?, etc.)