

## marketing questionnaire

Please complete and return to:

The Marketing Buzz, 11 Cricket Terrace, Burnopfield, Newcastle upon Tyne, NE16 6QL

Email: [mail@themarketingbuzz.co.uk](mailto:mail@themarketingbuzz.co.uk)

The Marketing Buzz wants to help you increase your profits and grow your business.

Why?

We want to do this because:

1. When you make money as a result of the marketing services we provide we'd like to think you'd continue to use our services and we'll make money (I believe it's called a WIN WIN situation)
2. Most of our business comes from referrals and recommendations. Therefore when we help you increase your profits and grow your business we would like you to recommend our services to people you know
3. We are sick of advertisers and other marketing firms charging UK small and medium sized business for marketing and advertising that simply doesn't work
4. We enjoy marketing, we are good at marketing and we want to see your business grow because of working with us

To enable us to do this as effectively as possible, gaining an understanding of your business, your current marketing activities and your goals would be extremely beneficial. Please therefore complete this Marketing Questionnaire and return it to us by post or email to the details above.

A member of The Marketing Buzz team will then be in touch with some recommendations and information on how we can help you increase your profits.

We look forward to receiving your questionnaire and helping your grow your business.

Mark Burdett  
Owner

**The Marketing Buzz**

OFFICE USE ONLY - NEW CLIENT

CLIENT CODE

MARKETING BUZZ PRIMARY CONTACT

OFFICE USE ONLY - CLIENT OPERATIONS

UPDATE SPREADSHEET

INVOICE METHOD

CONTRACT

## marketing questionnaire

### Your contact information

Your name:

Telephone number:

Email address:

Website:

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### Your business information

Your business name:

Address:

Type of business:  
(please provide a brief  
description of your industry and  
either the products you sell or  
services you provide)

Date business established:

Number of staff:

Annual turnover :



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### Your marketing

Do you have a specific project you would like a quote for (e.g. new website, internet marketing) or are you looking for some general marketing recommendations and the creation of a marketing strategy?

What current marketing does your company do? (e.g. advertising, direct mail, Yellow Pages)

Is your current marketing measured? That is do you know exactly how much you currently spend on marketing and exactly how much you make (or lose) as a result of it?

How much money would you make from an average customer/client?

Where does your current new business come from?

If you have a website does it generate new business for you?



What makes your company different from your competitors? What do you do differently or better than your competition?

Who are your competitors? Is there a particular firm that you lose business to? Who are the market leaders in your particular area?

What do your customers want? (e.g. the cheapest price, a quality product or service, someone who is local to them, someone they can trust)

Have you ever done marketing that has worked and has worked well? Is so, what was it?

How often do you speak with your current clients? Does the nature of your business mean you have to speak to them daily, weekly, monthly, annually, never?

If you were to get a sudden influx of enquiries as a result of working with The Marketing Buzz, how equipped are you to handle them?

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