

Marketing Plan Questionnaire

1. Overview
 - a. Goal
 - b. Audience: Who are we talking to (demographics and location)
 - c. Key message
 - d. Reason: Why would someone believe this message?
 - e. Single sentence: What we want them to think after seeing our message
 - f. Tone: Core Values? Businesslike? Friendly? Irreverent? Informational? Authoritative?
 - g. Constraints: Legal / mandatory issues?
2. Competition: SWOT Matrix (strengths, weaknesses, opportunities, threats)
3. Details
 - a. What's our budget for this project?
 - b. What is the lifetime value of a client?
 - c. Time constraints?
 - d. What existing marketing are you doing?
 - e. How will you support the marketing effort?
 - f. Previous marketing efforts?
 - g. What is a successful result?
 - h. What existing talent do you wish to use: artists, printers, etc.
4. Options
 - a. Direct: mail, phone, email
 - b. Print: Magazines, Newspapers, Journals, Flyers, Press Release
 - c. Internet: website, online ads (PPC, PPA), search optimization (SEO), ads
 - d. Events: parties, trade shows, guerrilla
 - e. Co-marketing
 - f. Radio / Television