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Needs Assessment For Small Businesses

Helping small businesses get a better return on their marketing dollar.

Thank you for your recent inquiry regarding graphic design and/or marketing services. As part of what I do to help clients make the most of their marketing program, it is important that I learn about your business. These questions are meant to bring me up to speed on your current marketing, and help me develop the directions where you want to take your business.

1) How are you currently attracting new customers?

2) Are you looking to grow your business? yes no unsure

3) Have you ever surveyed your existing customer base? yes no unsure

4) Out of the following list, what type of advertising or promotion have you done in the past? (please circle)

- | | | | |
|--|-----------|----------|-----------------------|
| Networking | Newspaper | Magazine | Yellow Pages |
| Direct Mail | Radio | Brochure | Television |
| Outdoor Media (Billboard, Bus board, etc.) | | | Presentation Packages |
| Other _____ | | | |

5) Please tell me about your target market:

6) Do you market to your existing client base? yes no unsure

7) In the past when you have spent money on advertising or promotion, when do you feel it was successful?

.....or not successful?

8) If you think about the best customers you've worked with..would you like to learn more about how to get more of those types of customers? yes no unsure

Thank you for your time. This information is extremely beneficial towards building a successful marketing plan. Together, we can develop a program that is a fit for your budget and goals.

Sincerely,

Andrea M. Raymond