



# JEFFERY JONES ADVERTISING & MARKETING

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## MARKETING ANALYSIS WORKSHEET

In order to create a successful marketing plan for your business, we must know where your business has been and where you want to take it. Below are some questions that will help pave your road to success. Be assured that all information is confidential and will not be shared with any other clients or potential clients. Please supply copies of any previous advertising, public relation pieces and printed materials.

Business Name \_\_\_\_\_

Business Address \_\_\_\_\_

Phone # \_\_\_\_\_

Web Site Address \_\_\_\_\_

Primary Contact(s) \_\_\_\_\_

1. What are your goals for the growth of your business over the next year? \_\_\_\_\_

\_\_\_\_\_

What are your goals for the growth of your business over the next five years? \_\_\_\_\_

\_\_\_\_\_

2. What is your businesses current position in your market? \_\_\_\_\_

\_\_\_\_\_

3. Do you currently have a Positioning Statement? No Yes, a Marketing Plan? No Yes

4. What are the main benefits your business offers its customers? \_\_\_\_\_

\_\_\_\_\_

5. What advantages does your business have over your competitors? \_\_\_\_\_

\_\_\_\_\_

6. What is the target market for your business? \_\_\_\_\_

\_\_\_\_\_

7. What are your Annual Gross Sales? \$ \_\_\_\_\_ Annual advertising/marketing budget? \$ \_\_\_\_\_

8. What tactics have you used in the past to promote your business? \_\_\_ Print \_\_\_ Broadcast

\_\_\_ Direct Mail \_\_\_ Internet Promotions \_\_\_ Events \_\_\_ Public Relations \_\_\_ Social Media

Which have been the most successful? \_\_\_\_\_

9. What would you like to see changed in your current advertising plan? \_\_\_\_\_

\_\_\_\_\_

10. Where do you think the greatest potential for growth lies in your business? \_\_\_\_\_

\_\_\_\_\_

11. Do you currently have a customer mailing or e-mail list? No Yes. If yes, have you used direct mail or e-mail to promote your business? No Yes

12. Who is currently producing your advertising? \_\_\_\_\_