



## Client Marketing Advertising Analysis

Date \_\_\_\_\_

In order to complete a marketing plan please fill out the information below about your company's, your current marketing and social media habits. We will analyze your current situation and provide you with a marketing plan and strategy specifically for your business.

### Section 1- Your contact information & Products/ Services Offered.

1. Name of Business: \_\_\_\_\_

2. Contact person \_\_\_\_\_ Phone# \_\_\_\_\_

3. Email address: \_\_\_\_\_

4. Current website address: \_\_\_\_\_

5. Business Address for marketing: \_\_\_\_\_

6. Business Phone \_\_\_\_\_ Email \_\_\_\_\_

7. Toll Free Numbers: \_\_\_\_\_ Fax Numbers \_\_\_\_\_

8. Type of Business- Products offered or services- Please be specific:

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### Section 2- Current Marketing Information

9. Current Keywords Used or meta tags If known

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10. Current Social Media Sites Used actively:

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11. Accounts registered for but not used

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12. Do you accept payments online? \_\_\_\_\_

13. Do you have walk in clients? \_\_\_\_\_

14. Do you advertise online other than your website and social media sites? \_\_\_\_\_

15. Do you have a Facebook Business page? \_\_\_\_\_

16. How Many likes do you have if you have a business page? \_\_\_\_\_

17. Do you currently do mailings? \_\_\_\_\_

18. Do you advertise in magazines? \_\_\_\_\_ If so which ones? \_\_\_\_\_

19. Do you advertise in the newspapers? \_\_\_\_\_ If so which ones? \_\_\_\_\_

20. Do you have past Client testimonials? \_\_\_\_\_

21. Do you have a past follow up for past clients if applicable for your business? \_\_\_\_\_

22. What software do you use for follow up? \_\_\_\_\_

23. Who does your website design? \_\_\_\_\_

24. Do you have any company certifications? \_\_\_\_\_

25. Are you minority owned, woman owned, veteran owned? \_\_\_\_\_

26. Do you have a business plan? \_\_\_\_\_

27. Do you have a company logo? \_\_\_\_\_

28. Do you want to grow your business? Or maintain the current clients/ customers? \_\_\_\_\_

29. Do you use printed brochures, flyers, post cards, or any other printed materials? \_\_\_\_\_

30. Do you a company page on Google + ? \_\_\_\_\_

31. Do you a company page on Facebook? \_\_\_\_\_

32. Do you a LinkedIn company page? \_\_\_\_\_

33. Do you have reviews on Yelp? \_\_\_\_\_

34. Do you have a YouTube account? \_\_\_\_\_ Do you upload videos? \_\_\_\_\_

35. Is your company involved in the community? \_\_\_\_\_

36. If So How? Explain events?

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37. Do you have an email contact list? \_\_\_\_\_

38. Have you ever sent out a press release? \_\_\_\_\_

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40. Have you been on the news, in prints etc.? \_\_\_\_\_ If so which ones?

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41. Do you do business in any other communities, cities, states etc.? \_\_\_\_\_  
If so which ones?

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42. Do you use any other form of advertising not mentioned? \_\_\_\_\_

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### Section 3- Your experience in Marketing

43. Do you have experience in marketing? \_\_\_\_\_

44. Have you ever hired someone to market your business in any aspects? \_\_\_\_\_

If yes what did they do?

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45. Do you know what SEO is? \_\_\_\_\_

46. Do you know and understand Social Media? \_\_\_\_\_

47. Do you want help learning about social media and marketing? \_\_\_\_\_

48. Do you actively use Social Media as a person or company? \_\_\_\_\_

49. What goals do you have for your business?

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50. What marketing are you doing that you like?

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51. What marketing are you doing that you dislike?

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52. How much do you spend each month on marketing, social media sites, strictly online?

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53. How much do you spend on print advertising each month? Strictly printed materials and ads \_\_\_\_\_

54. Do you have a budget for each month? \_\_\_\_\_

55. If not do you just analysis each opportunity and sign up to market or decline?

\_\_\_\_\_

56. What do you think works for your business based on what you have and haven't been doing? \_\_\_\_\_

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57. What else would you like to tell us about your marketing trends?

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\_\_\_\_\_  
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58. What else would you like to say about your experience in marketing/ social media?

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59. What are your goals for your business- What would you like us to do for you in a perfect world?

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60. Name your top priorities?

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\_\_\_\_\_

Thanks for completing this information. Answering these questions will allow us to complete a marketing plan designed and customized specifically for you and your business. Some questions are Yes/ No and some require details. Please fill out as best as you can, the more details we have the better we can understand your business and design a plan to market it just right for you.

Once you complete please email to: [solutions@foxtrx.com](mailto:solutions@foxtrx.com)

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