



## Client Marketing Advertising Analysis

Date \_\_\_\_\_

In order to help us understand your marketing and advertising, please fill out the information below about your company's current marketing and social media habits. We will analyze your current situation and provide you with marketing ideas and strategies 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 or services offered. Please be specific:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Section 2 - Current Marketing Information

9. Current Keywords Used If known:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
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 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 have a company page on Google + ? \_\_\_\_\_

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

32. Do you have 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 types of events or activities?

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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 print 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 aspect? \_\_\_\_\_

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 time do you spend each month on on-line marketing, social media and website?

\_\_\_\_\_

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

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

55. If not do you just analyze each opportunity and decide to market or decline\_\_\_\_\_

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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

58. What else would you like to tell us about your social media trends?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

59. Name your top priorities?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Thanks for completing this information. Answering these questions will allow us to complete a marketing proposal 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.

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

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