



FIT ANALYSIS QUESTIONNAIRE

FIT ANALYSIS QUESTIONNAIRE

** Please complete and email your answers to info@broadsidemediacom **

OVERVIEW

If you can't measure it, you can't manage it. If you didn't track it, it didn't happen. Analytics are our lifeblood, and that is how we determine which changes *really* affect our clients' bottom line. We track every interaction between our custom campaigns and our end customer. This allows us to analyze the return our efforts are generating and adapt as needed to your requirements. Monitoring every detail takes constant attention and agile planning, but it allows us to identify and zero in on the metrics that matter.

In order to serve your business goals, we like to start with the end result in mind and begin with an in-depth questionnaire. The purpose of this discovery process is to provide us with information on your business in areas that our marketing campaign aims to change. It will help provide a critical reference point for assessing changes and impact, as it will establish the basis for comparing the situation before and after our efforts, and to make an inference as to the effectiveness of our efforts.

Today's Objectives – which one(s) concern you?

Marketing	Sales
<input type="checkbox"/> How to increase market share <input type="checkbox"/> How to decrease the cost of the digital marketing channel <input type="checkbox"/> How to deliver better "sales ready" messaging <input type="checkbox"/> How to create an Ideal Customer Profile	<input type="checkbox"/> How to increase revenue by improving win rates <input type="checkbox"/> How to shorten your sales cycle <input type="checkbox"/> How to improve your forecasting accuracy <input type="checkbox"/> How to create an Ideal Account Manager Profile

AUDIENCE

Tell us more about your key customers

Questions

1 What are the primary sources of your customers today?

2 Are there any regions nationally where you don't have any representation?

3 What is the average cost range to the end user?

PRODUCT & PURCHASING

Tell us more about your product and purchasing trends

	Questions
1	What is your most popular selling product? What is the average selling price?
2	Tell us about any new types of products or services you are planning to launch?
3	Have you noticed any seasonal trends in your business? Describe.
4	What is the average lifetime value of a customer?
5	How is your product unique?
6	What's your company's unique value proposition?
7	Are there any confusing aspects of your brand that people don't understand? Describe.
8	What compels people to want to purchase your product?

MARKETING & COMPETITION

To ensure we don't create any conflicts, tell us more about your current marketing efforts & your competition.

	Questions
1	Who do you consider your direct competitors?
2	What are your company's Marketing, Sales and Call Center Key Performance Indicators (KPIs)? What are your average gross and net close rates as well as other conversion percentages?
3	What online marketing tools/tactics do you currently use? (e.g. AdWords/Bing/Facebook PPC etc.). What is working best for you online?
4	Do you use a lead management platform? If so, do you have an API setup for inbound/outbound lead delivery and reporting? Is it centralized/decentralized?
5	What analytics are you currently using to measure your success online? (ie: Google Analytics, Omniture, Marin or any other traffic, conversion and online ROI analytics and tracking tools)
6	Are you currently able to attribute revenue to marketing sources? If so, how and what is your top performer?
7	How many inquiries are generated online on average per month?
8	When judging performance, what reports do you view and can you share a sample?

LEAD PROCESS

Help describe your lead management process.

	Questions
1	What happens to a lead once it is generated? Explain the process. (e.g. Is an appointment set, house-call run, sold over the phone etc?)
2	What does your sales model look like?
3	What is the average time from lead to sale?
4	What does success look like to you, in terms of qualitative results?
5	What does success look like to you, both in terms of quantitative results?
6	What are you currently spending on your online initiatives?
7	What is your current Cost of Marketing percentage?
8	Is this program going to be a corporate mandate or are your regional locations marketing budgets independently determined?

COMPETITOR

ADVANTAGE AND DISADVANTAGE

[In the following table, list the advantages and disadvantages that you feel your competitor and your competitor's product or service have in comparison with your company and your product or service.]

Competitor's advantages	Competitor's disadvantages
<i>[Competitor has been in business for 50 years.]</i>	<i>[Competitor's product comes only in green.]</i>