



**Your feedback is extremely helpful to me, in order to prepare a marketing program that is synergistic with your needs and objectives.**

Please complete and Fax back to my eFax: (866)847-6418.

Better Yet: Let's schedule an appointment where we may meet in person review these questions and brainstorm together.

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1. WHO is your optimal customer?  
Job Function/Title \_\_\_\_\_  
  
Target Markets \_\_\_\_\_
  2. WHAT is your "brand" (Your promise to the market?)
  3. WHAT are your key differentiators? Core competencies? Value-Added? Critical Value Propositions?
  4. SALES CHANNELS: HOW do you currently go to market?  
\_\_\_ Direct  
\_\_\_ Distributors  
\_\_\_ Other  
  
How much contact do they have with the end-customer?  
% by phone \_\_\_\_\_  
% in person \_\_\_\_\_

How is the sales channel working? What sort of improvements would you like to see?

5. WHAT are your Marketing initiatives in place?

\_\_\_\_\_ print advtg

\_\_\_\_\_ online advtg

\_\_\_\_\_ tradeshow other online efforts

\_\_\_\_\_ Direct marketing (email and direct mail)

\_\_\_\_\_ White papers

\_\_\_\_\_ Webinars

\_\_\_\_\_ (Other) \_\_\_\_\_

6. If money were no object and you could do anything, what's on your Marketing Wish List?

7. WHAT would be the ideal results for your company?

8. How do you DEFINE and MEASURE the success of your program?

9. What has worked well? What hasn't? Why/why not?

10. Marketing Challenges, Goals and Objectives: 1 Most Impt; 13Least Impt.

\_\_\_\_\_ Lead Generation

\_\_\_\_\_ Qualified/Qualifying Leads

\_\_\_\_\_ Perception Modification

\_\_\_\_\_ Customer Education

\_\_\_\_\_ Thought Leadership

\_\_\_\_\_ Combat Competitive Claims

\_\_\_\_\_ Web Development

\_\_\_\_\_ Sales Channel performance

\_\_\_\_\_ Brand Awareness/Preference

\_\_\_\_\_ Multi-Brand Management

\_\_\_\_\_ Customer Retention

\_\_\_\_\_ Internal Communications

\_\_\_\_\_ Prove Leadership/Quality/Expertise