

Welcome.

We want you to get as much out of a conversation with us as possible. To do so, we ask that you answer a few questions regarding the challenges and opportunities facing your business. Not only can this help make for a more focused discussion, many clients find that this primer can help clarify the process of finding the right marketing partner.

This PDF contains active response fields where you can select or key in your responses as appropriate. After you've completed the primer, click the "SUBMIT" button on the last page. Or, you can print, complete and fax the sheet to us at 336-721-1419. We will contact you as soon as possible.

I. Quick start

These questions will help us focus our time with you on the most important issues facing your business. Check the box next to the response that best matches your business situation.

1. Where do you see the greatest opportunity for growth for your business?

- Acquiring new customers
- Retaining existing customers
- Cross-selling
- other, please explain _____

2. Among these options, what do you see as your biggest marketing challenge?

- Demonstrating clear ROI to management
- Understanding customer motivations better
- Maintaining market share while cutting costs
- Awareness among prospects
- Competitor advantages
- Product/service parity among category
- Communicating a complicated point of difference

3. How would you characterize your brand(s) position in the marketplace?

- Category leader
- Challenger brand
- New entry/extension
- Middle of the road

4. How would you define your primary target audience?

- Broad, mass consumer
- More narrowly defined consumer or business customer
- other, please explain _____

II. 360° View

What do you want to discuss? The following chart summarizes several key areas where most opportunities exist for enhancing marketing value and serves as a rough outline for our discussion. We'll spend time talking with you about these areas, exploring their potential as they relate to your specific marketing and business challenges. Check the boxes in each area that you are interested in discussing.



III. Digging deeper

The more information you provide, the more ground we can cover. The following questions relate to uncovering marketing opportunities and obstacles that may be hidden just under the surface. Answer as many as you deem appropriate.

1. Which competitors in your category are doing a particularly effective job in your opinion? Why?

2. What has been your greatest marketing success of the past 24 months? Why?

3. Looking out 18 months—what does success look like for the company? For your customers? For you?

Talking with us

Contact Lori Soper at 336-721-2049, x114 or at lsoper@brandmind.com to start the discussion about what we can do for your business, or if you have any questions about this PDF. Again, the goal of this form is to make your conversation with us more informative and relevant. We look forward to hearing from you.

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Or, simply attach this completed PDF when you email us.
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