



WMGT Client Needs Analysis

The following is a list of basic questions WMGT asks of businesses considering marketing and/or advertising programs.

Basics

How did you get started in this business?

If someone is in the market to buy _____ today, why won't they buy from you?

What is the greatest misconception people have about buying _____?

What are the most important things people should know about buying _____?

What are the benefits of buying _____ from you?

Business Hours/Customers

What are your hours? Peak hours? Best days?

Who are your best customers?

Where would you like to grow your customer base?

Sales and Events

What are the names and dates of your major sales events?

What are your two strongest events and why are they successful?

Market Position

Why do customers come to you?

What do you offer that competitors can't or won't

What makes your business unique?

Major Competitors

Who are your major competitors?

Why do customers go there?

What is their greatest competitive advantage?

What is your single greatest competitive advantage?

What is your single greatest competitive disadvantage?

Overall Image

How would customers describe your overall image: ie low price, large inventory, good service, etc..?

How would you like customers to think of you? What is the image you desire?

What is the biggest misconception customers might have of your business? (Repeat)

Averages and Seasonality

What is your average sale?

Is your business seasonal?

Marketing

What is the biggest marketing problem you face today?

What have you tried to accomplish with advertising?