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## Questions to Explore Your Marketing Perspective

We do so much digitally these days, sometimes it is great to get away from the glowing screen and consider things from a different angle. To begin working on your perspective, print this up, grab a cup of coffee/tea, and jot some answers down for each of these questions.

If you have any questions or want to shift your perspective contact us today. We want to be your link to visibility.

1. What do you do best versus what are you known for?
2. Can you easily describe your key customer groups or market segments?
3. How well aligned are your current clients versus your ideal clients/customers?
4. How well are your products/services highlighted on key digital channels?
  - a. Website
  - b. Social Media
  - c. Email Campaigns
  - d. Local Listings
5. Do you ever need print materials?
6. How current are your digital and print materials?
7. Are you on the right track, do you market through the channels your clients are tuned into?
8. Can you easily describe your sales cycle?
9. Do you have the right information/materials to guide users to conversion depending on where they are in the sales cycle?
10. What is your plan to keep information about the company and its products/services current and consistent across your marketing efforts?
11. Do you have the appropriate resources to market your products and services?
12. How do you measure the success of your efforts?