



## MARKETING QUESTIONNAIRE

The questions below are to help you define the structure, scope and purpose of your required services. This is a very important step that must be completed in order to create a comprehensive quote, site plan and implementation timeline. Don't worry if you can't answer every question. Some questions may not be applicable for your project. Others may require further discussion.

### READY TO WORK WITH US?

If so, this page will serve as a starting point of our fruitful collaboration.

Below you will find a questionnaire which is the first stage of Branding at Grow Combine. It is meant to help us gather information for your quote and for the further development process. We have our exclusive (**Innovative. Creative. Effective**) ICE Methodology for our development process which results your project to par excellence.

Please try to give accurate, thoughtful, detailed reply to the questions given below. Your reply will help us gain valuable insight on your company, the business, your conduct, your customers as well as your taste and personal preferences. Most importantly, this will help us formulate the goals your Branding project will be required to achieve.

### CONTACT INFORMATION

*Fields marked \* are mandatory*

Your full name:*	<input type="text"/>
Company Name:*	<input type="text"/>
Email Address:*	<input type="text"/>
Contact Number:*	<input type="text"/>
Web Address:*	<input type="text"/>
Company Address:*	<input type="text"/>
	<input type="text"/>
Location (Country & Region):*	<input type="text"/>
Best Time to Contact You:*	<input type="text"/>

What all Branding Services do you feel would help your Brand better? Please indicate all that apply. \*

- |                    |                          |                          |                          |
|--------------------|--------------------------|--------------------------|--------------------------|
| Brand Architecture | <input type="checkbox"/> | Brand Activation         | <input type="checkbox"/> |
| Brand Building     | <input type="checkbox"/> | Brand Digital            | <input type="checkbox"/> |
| Brand Environment  | <input type="checkbox"/> | Brand Identity & Tagline | <input type="checkbox"/> |
| Brand Literature   | <input type="checkbox"/> | Brand Management         | <input type="checkbox"/> |
| Brand Name         | <input type="checkbox"/> | Brand Packaging          | <input type="checkbox"/> |
| Brand Positioning  | <input type="checkbox"/> | Brand Promotion          | <input type="checkbox"/> |
| Brand Research     | <input type="checkbox"/> | Brand Guideline          | <input type="checkbox"/> |

What all Web Services do you feel would help your Brand better? Please indicate all that apply. \*

- |                           |                          |                             |                          |
|---------------------------|--------------------------|-----------------------------|--------------------------|
| Web Analytics             | <input type="checkbox"/> | Web Application Development | <input type="checkbox"/> |
| Web Brand Development     | <input type="checkbox"/> | Web Promotion               | <input type="checkbox"/> |
| Web Consulting            | <input type="checkbox"/> | Web Content Writing         | <input type="checkbox"/> |
| Web Design                | <input type="checkbox"/> | Web E-Commerce Solution     | <input type="checkbox"/> |
| Web Email Designing       | <input type="checkbox"/> | Web Hosting                 | <input type="checkbox"/> |
| Mobile Web                | <input type="checkbox"/> | Web Re-engineering          | <input type="checkbox"/> |
| Web Reputation Management | <input type="checkbox"/> | Web Usability               | <input type="checkbox"/> |
| Web Advertising           | <input type="checkbox"/> | Web CMS Development         | <input type="checkbox"/> |

What Marketing Services do you feel would help your Brand better? Please indicate all that apply. \*

- |                        |                          |                        |                          |
|------------------------|--------------------------|------------------------|--------------------------|
| Social Media Marketing | <input type="checkbox"/> | Affiliate Marketing    | <input type="checkbox"/> |
| Article Marketing      | <input type="checkbox"/> | Database Marketing     | <input type="checkbox"/> |
| Direct Mail Marketing  | <input type="checkbox"/> | Drip Marketing         | <input type="checkbox"/> |
| Guerrilla Marketing    | <input type="checkbox"/> | Inbound Marketing      | <input type="checkbox"/> |
| Mobile Marketing       | <input type="checkbox"/> | Newsletter Marketing   | <input type="checkbox"/> |
| Niche Marketing        | <input type="checkbox"/> | Offline Marketing      | <input type="checkbox"/> |
| Outbound Marketing     | <input type="checkbox"/> | Personalized Marketing | <input type="checkbox"/> |
| Promotional Marketing  | <input type="checkbox"/> | Referral Marketing     | <input type="checkbox"/> |
| Reverse Marketing      | <input type="checkbox"/> | Search Marketing       | <input type="checkbox"/> |
| Tele Marketing         | <input type="checkbox"/> | Viral Marketing        | <input type="checkbox"/> |

## BUSINESS QUESTIONNAIRE

### 1. BUSINESS:

1.1 What is your line of business? What needs does your business meet the Market Segment?( For Eg. IT, ITES, Construction)

1.2 What kinds of Services or Products does your business offer? (For Eg. Back Office Processing, Software)

1.3 What are your business objectives for the next two years? Please be specific to answer in terms of Number of Customers, Revenue, Profit and Market Share.

1.4 What prompted you to start this business?(For Eg. Exposure,Know-how etc.)

1.5 What is your Company's Vision, Mission, Objectives and methodology? How are you planning to achieve the Vision?

## 2. MARKET

2.1. What are the Opportunities available in the market with reference to the market size in aspect of Geography and Industry? (For Eg. Real Estate industry in kerala, Due to Returning NRIs)

2.2. How do you segment the market in terms of Logical Customer Groups? (For E.g. Higher Purchasing Clients.)

2.3 Name the Key Industry Trends that fuel your success. How does this trend inhibit your success? For E.g. In Real Estate, Good Prices, Online showcase of Projects?

2.4 What is the current Economic Situation effecting your Business? How do you see this trend affect your business in the next 2 years?

2.5 Is your Business Market Affected by Business Cycles or Seasons? If so How? ( For Eg, Extreme Whether affects Tourism Industry)

### 3. TARGET AUDIENCE

3.1 Which Market Segments and Characteristics are you targeting? What segments are you not Targeting? (For E.g. Ashton Martin Looks for Classic Customers, they do not target Mid Income Groups)

3.2 What kind of audience are you targeting? What are the member demographics and Psychology? List multiple audiences in terms of priority. (For E.g. Sleep patterns, fear, Insecurity etc.)

3.3 What is the Customers primary Reason to Buy or want your product or service? Why would your product or service be preferred than your competitor?

3.4 What issues or concern will the target audience have regarding these type of product or service?

### 4. COMPETITION

4.1 What categories of Competition threaten your success? Label each Category identifying its key characteristics starting from the greatest to the least threatening. (For E.g. Govt. subsidy, Duplication)

4.2 Which companies pose the greatest threat and why? Name the strategic and tactical elements they use to threaten your success. List the strengths and weakness of each of these elements (For E.g. new age technology, New Generation Mind-set)

4.3 Name the Competitors with the largest market share of your target audience? Which Competitors have greater visibility with your target audience? Also specify their details like Websites etc.

4.4 How would you differentiate yourself to combat competition the best way?

4.5 What are the barriers that stops or slows down your business to enter the market place? Are any of these factors due to your own business process? (For E.g., lack of labour, low advertising, least online presence)

## 5. OFFERINGS.

5.1 What do you offer that fills your target audience? Identify the need for each target audience. (For E.g. Sleep well Mattress offers cushions, bed sheets worth Aed. 4000 free non purchase of Mattress worth 12000, Need is Comfortable Sleep, Luxury)

5.2 What kind of features and associated benefits does your offer provide? Identify the features and associated benefits for each targeted audience. (For E.g. Aed. 4000 FREE for Aed. 20,000 accessories purchase of Sleep well Matters at Lulu)

5.3 How do you deliver the feature you have identified for any picked item or service you mentioned above? Showcase a proof that your business does what it says. (For E.g. Free delivery of selected goods online at web store. Feature: Can return within 7 days free of charge if you don't like it)

5.4 Of the feature identified in Query. 5.3, which one differentiates you from the competition? (For E.g. Customer Service or 24/7 ONLINE PESENCE.)

5.5 What improvements can you make to your offerings in meeting the customer needs better? What new offerings would your customer like you to introduce or develop?

## 6. MESSAGES

6.1 What does your identified target audience know and believe about you today? (For E.g. the shop will be opened on Sunday. Or The Best Customer Service company in this Locality).

6.2 The single most message that you must communicate to ALL your Target Audience. What evidence can be used to support the claim in the message? (For E.g. Trust and Reliability- Claim- You can return the goods if damaged free of cost- That's our new marketing Strategy Tagline!!!)

6.3 The single most message that you must communicate to EACH of your Target Audience? (May or May not be the same as Query 6.2). What evidence can be used to support this claim? (For E.g. Trust in Quality of Our Dairy Product- Can be kept without freezing for 5 days)

6.4 How many happy clients do you have today who can give reference in your communications? What did that buy from you and why are they happy?

6.5 What kind of personality do you want to portray in your communication? What are the tones and flavours that you would use? (For E.g. Elegant and Classy as in Reid & Taylor or Sporty in Reebok)

6.6 What is the specific impression about your company or offering that you want your clients and partners to take away after each interaction with your company? (For E.g. Product Quality or Timely Delivery or Elegant Location, Best Interiors)

## 7. SALES AND BUYING PROCESS

7.1 What is the process for selling your services or products? (For E.g. Direct Personal Sale, Direct Online Sale or indirect through Channels). List key milestones in the process.

7.2 Who is involved both from your company and from your sales channel partner in each step of the sales process?

7.3 Your target audience buys your type of offering to purchase on Impulse or Planned Purchase.?

7.4 What is the purchase process of your target Audience? In case the process varies based on vendor they select, what is the process that your target audience follow?

7.5 What buying Criteria does your target audience use to select an offering? What buying criteria does your target audience use when they selecting a vendor or manufacturing? (For E.g. Accessibility, Time)

## 8. PRICING

8.1 How important is the pricing in the decision process? Ref Query 7.4-7.5

8.2 What is your current pricing structure including discounts, rebates etc.? Does your Target audience understand it?

8.3 Which of your competitors are considered price leaders and why? How do they charge for the offerings? How do the price leaders determine the price?

8.4 What are your other competitors charging for the offering?

8.5 How can you reduce prices without compromise on quality?

8.6 What trade-offs of price or value or both does your client make? What is the perceived value of your offering as compared to its price?

8.7 What Services do you currently include in the price of your product? What services can you consider now and in future?

8.8 Are competitive price changes anticipated in future? Name the industry trends that will drive the prices down and trends that will drive the prices up.

## 9. BUSINESS QUESTIONNAIRE.

9.1 How did you come to know about Grow Combine?

9.2 What kind of services attracted you to Grow Combine?

9.3 Who are the other Companies you approached for this project? And why is Grow Combine better than any of them?



9.4 What are your basic expectations from Grow Combine? (For E.g. Quality, Turnaround time, Support, Clarity.) Please specify.

9.5 What was your impression when you heard about Grow Combine?

**Additional important information you would like to mention:**

**Please attach the further details which you would like to add to this.**

We thank you and appreciate your patience. It is after all for the best outcome EVER!

Please double check your options and answers, save this file and mail to [hello@growcombine.com](mailto:hello@growcombine.com)