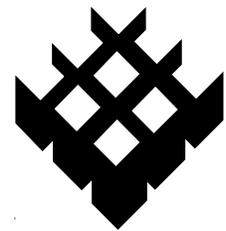


PRELIMINARY MARKETING SURVEY

Small Business



CORNERSTONE COMMUNICATIONS COMPANY

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Please have all key business leaders answer the following questions as completely as possible to the best of their ability. If more than one person will be involved in the decision-making process, please have everyone fill out one survey individually. It may also be helpful to have a few people who fit your target demographic fill it out. They may have a good feel for some of these questions from a potential client standpoint. The information contained on these collective forms will help define objectives, create plans and marketing direction, and develop strategic marketing materials for use in promoting your business.

CONTACT NAME:

TITLE OR AFFILITATION:

COMPANY NAME:

ADDRESS:

CITY:

STATE:

ZIP:

PHONE:

EMAIL ADDRESS:

- 1) Describe the primary focus of this business?
(How do you want people to see your business?)

Do you have an existing mission statement?

Vision Statement?

- 2) Describe the primary target audience for your business.

Who are your clients now?

Who would you like to reach if different?

- 3) Provide thoughts about the goals of your business

What was the last goal your business reached? What made it successful?

What is your 1-year goal?

3-Year goal?

5-year goal?

4) Is there an existing positioning statement or tagline for your business?

5) List one or two main points that should be communicated through marketing and branded messages.

6) What promotional efforts have worked best in the past to reach goals for this business?

7) Does the business name represent your business well?

What do people think when they hear the name?

Has it caused any confusion among potential clients?

Are there any negative connotations to the existing name?

8) Provide a good general description of what makes your business unique.

9) List all competitors in your geographic region.

Are there any similar businesses in this immediate market?

Are there any similar businesses nationally?

Any specific niche or need your business meets that others can't?

Please provide websites links to businesses similar to yours and others that might be a good representation of your marketing goals.

10) Describe what media will be used to communicate messages now?

In the future? (Ads, direct mail, flyers, web, social media, video etc.)

11) List all relevant trade associations and/or publications

12) Describe the overall tone that should be sought in a new logo

Anything that should be avoided?

13) Describe any specific symbols that you would like to see used in graphic designs.

Any that should be avoided?

14) Are there any existing colors that should be utilized?

How many colors will be utilized in printing materials?

How will the majority of materials be produced and printed?

15) Are there any specific fonts that should be used in branding efforts?

16) Does your business have any major events that would provide an optimum roll out for the new branding?

Indicate upcoming major event dates that may impact new brand roll out.

17) Has a communications budget been established to accomplish marketing goals?

Project Budget:

First year budget:

Second year budget:

18) Please add any additional comments that may help develop strategic brand strategies for your business.

Check all marketing materials currently used and circle any that are needed.

Logo Design	Advertising (List publications below)
Stationery (letterhead, envelopes, business cards)	Flyers/Posters
Public relations	Social Media (list name of site(s))
Brochures	Printed Newsletter
Bulletin template	email marketing (email sample)
Development/Fundraising materials	Web site (list domain address)
Building Signage	Vehicle graphics
Internal forms	External forms
Photography library	Video
Other:	

Note: Please provide samples of all items listed above and below.

Attach samples of all existing printed materials for the business and/or those you like. It is also helpful to have copies of graphics that you find appealing. Samples of logos, ads, brochures, websites etc. from other businesses can be a good source of input Include any pieces you think show what you are trying to communicate about your business.