**101 Great Marketing Questions**

**Use these to think about your existing marketing activities and how you can improve on them. Not all the questions will be relevant to your business, but it is a valuable exercise and may help you come up with a few ideas for growing your customer base.**

1. What initially got us started in our business?
2. When we first started, where did all our customers come from?
3. Why did our customers originally buy from us?
4. Why do our customers buy from us now?
5. What new ways of generating customers can we use to build our business?
6. Which of our marketing efforts brought in the bulk of our clients? What percentage of our business comes from this?
7. How involved are we with our customers at the sales or transaction level?
8. What ongoing sales efforts do we personally perform day to day? How do these functions differ from those we performed when we first started our business?
9. Where do our customers come from specifically?
10. What do we believe our greatest single advantage is?
11. What aspect of our business, product or service are we most proud of or happy with?
12. If we had a magic wand, would we rather attract more new customers or take more money from our existing customers, and why?
13. Who else benefits from our success; excluding our customers, our employees and our family members?
14. How many of our suppliers would be motivated to help us grow our business more because it will directly benefit them at a very high level? Who are they?
15. When we create a new customer for our business, who else have we indirectly created a new customer for?
16. Who is our ideal target market and how did we arrive at it?
17. Describe what our business does (what we sell, how we sell it, and who we sell to by industry, commercial category or specific niche).
18. What is our “business philosophy” with regards to our customers?
19. How have the products we market changed since the inception of our business?
20. What is our vision for our business for the next:

* 6 months
* 1 year
* 3-5 years

1. What or where is our biggest opportunity that will help achieve this vision?
2. What is our greatest strength?
3. What are our sales per employee? Is that above, below, or equal to our industry average and what are the steps we are taking (or need to take) to improve it?
4. What is the ‘lifetime value’ of our typical customer?
5. What is our biggest customer complaint and how does our company address this problem?
6. What is our Unique Selling Proposition (USP)?
7. Is our USP a consistent theme in all of our marketing and sales efforts. If not, why not?
8. Describe the marketing program or marketing mix we are currently doing.
9. Who are our biggest competitors and what do they offer that we do not?
10. What steps do we take to offset their advantage? Are they working? If not, what needs to be changed?
11. What are our competitors biggest failing, and how do we specifically fill that gap?
12. Do we use all available social media platforms? If not, why not?
13. How much, specifically, of our time each month do we devote to marketing?
14. Do we have a marketing specialist? If so, describe his/her primary responsibilities and duties:
15. Do we have a written marketing plan that we adhere to? If so, explain it:
16. Is our plan based on a fixed budget number or is it a variable percentage of sales?
17. What do our customers really want? How do we know?
18. Do customers buy from us exclusively or do they also use our competitors? What steps can we take to get the main portion of their business?
19. Do we provide incentive bonuses to our employees for creating improved marketing methods for our company?
20. What is our market potential and our current share of that market?
21. What are the ways we have used to get our existing customers (from best to worst)?
22. What does it cost us in £’s to get a new customer?
23. What are the average sales and profits generated from a new customer in the first year, and how is that information useful in our overall marketing strategy?
24. What is our biggest and best source of new business, and are we doing everything possible to secure this business? If not, why not?
25. What has been our biggest online marketing success to date and are we still using it?
26. What is our biggest marketing problem or challenge today? Describe it in its entirety as openly and directly as possible, including personal, financial and transactional implications it may impose.
27. How many better ways could we lower the barrier of entry or reduce hurdles for our customers, to make it easier for them to do business with us?
28. After the initial sale, are there formal methods we use to communicate and resell to our customers? If so, what are they? If not, should there be?
29. Do we have a regular GDPR and Cyber security review of our database and procedures for compliance?
30. What problem does our product or services solve for the customer? Describe our customers’ needs and the positive results our product/service provides?
31. Do we have a proper supply of customer testimonials, and is there a system in place for their capture and publishing to our website or on social media?
32. In what ways, if any, are the testimonials dramatic, dynamic and compelling to others?
33. Describe the best specific achievement we have produced for one of our customers.
34. Do we actively solicit referral business?
35. Have we ever tried to reactivate our former customers and non-converted prospects?
36. Do we use Customer Relationship Management (CRM) software and if so are we extracting the best management data from it?
37. Do we make consistent efforts to communicate with and educate our customers about what our company is doing to help them?
38. In what ways do we try to up-sell and/or cross-sell our customers?
39. Are there other ways or different products/services we could be selling but are not?
40. Do we need to make money on first-time buyers, or are we satisfied with only making it on the follow-up?
41. Do we review CRM data reports regularly and if not should we get training on extracting the management data from it?
42. Should we hire an outside marketing specialist to help us improve our CRM?
43. Have we a customer relationship person(s) and if not should we consider hiring one?
44. What kind of guarantee or warranty do we give our customers, and how does it compare with our competitors or with the industry at large?
45. What is our customer attrition rate?
46. Is that normal for our industry?
47. If it’s too high, what do we think is the reason?
48. If it’s lower than average, why?
49. How can our customer attrition rate be improved?
50. If we have salespeople, how are they compensated?
51. Do we measure our online sales across all platforms?
52. Have we tried different types of remuneration packages? How did they affect sales?
53. If we use another direct sales firm, have we ever compared the results to an inside or outside sales force?
54. How do we properly capture the names, addresses and phone numbers of all our customers and prospects in accordance with GDPR?
55. What is our selling season, if any and are we actively looking to sell other complimentary products or services during the slower periods?
56. What is our gross and net income per salesperson?
57. How much time do we personally devote to mentoring our sales or salespeople?
58. What is our average order amount, and what are the steps we can take to increase it?
59. Do we do anything at the point of sale to increase the order or add on other products or future products or services? If so, what?
60. Have we had any professional sales training, and what type of training do we offer our salespeople?
61. How long does it take us to fill an order after we receive it, and if we improved it would it have a dramatic effect of our sales?
62. Is ‘buyer’s remorse’ a problem for our customers, and if so, how do we overcome it?
63. Do our customers feel our customer service department is prompt and courteous?
64. How often do we email our own list of customers?
65. How often does a typical customer buy from us?
66. Are we creating new and interesting blog content on our website - how do we know customers and prospects read them?
67. Do we monitor the success of our social media strategy?
68. How do we use a public relations strategy to complement our marketing?
69. Are we using the most efficient software to post our social media?
70. How much social media do we do each month?
71. Do we use newer social media platforms?
72. Do we use and test the different aspects of our eBay or Amazon marketing?
73. What is the return on investment for our social media and how do we think it can be improved?
74. Do we measure followers, friends, connections and adjust our social media accordingly?
75. Do we review our SEO and Google page(s) position regularly?
76. If so, what can we do to maintain / improve our position?
77. Is our website working to bring in new customers? How do we know?
78. Do we use pay-per-click advertising? If so, describe it.
79. What’s our conversion ratio from blogs and how can we improve it?
80. What is our Google cost per sale? Have we tested different approaches to improve the return?
81. How can we improve our website so that customers and prospects return regularly?