



## Preliminary Questions

Contact Information	
Name of Your Organization:	
Website:	
What is Your Name?	Email:
Phone:	Alternative Phone:
About Your Organization	
Who are your customers?	
Who are your competitors?	
What is your 'secret sauce'/unique selling point?	
What is your company mission?	
What is your elevator pitch? If we met at a cocktail party, how would you describe what your company does in 30 seconds?	
Marketing Questions	
Why do you want to change your approach to marketing now?	
What are your expectations for a marketing program?	
What specific marketing have you tried in the past? What worked? What didn't?	
How many people do you have in your Marketing department?	
What marketing activities are you engaged in now?	

What marketing activities do you have planned?

Which ones are most successful? Which ones didn't work?

How do you track the results of your marketing?

What are you trying to achieve with the website?

**Potential Challenges**

What's going to get in the way of hitting your goal?

What programs do you already have in place to achieve what we've talked about?

What do you think is your biggest marketing challenge?

**Goals and Timeline**

What is your top priority this year?

Do you have specific company goals?

**Additional Information**

Are you currently working with a Design, Development, or Digital Marketing Company?	Yes	No
Do you track metrics, such as telephone and email tracking or other conversion or lead generation tactics?	Yes	No
Do you have an internal Web Manager/Marketer?	Yes	No