

The Top 26 Business Marketing Questions to Ask Yourself

(sometimes this is helpful for multiple team members to take this and compare answers)

Please rank the following:

A. Your overall brand is beloved by your team and customers

1	2	3	4	5
False	Not Really	Sort of	Mostly	Definitely

B. If we quiz you and your key team members, everyone can agree on what your brand stands for

1	2	3	4	5
Not a Chance	Unlikely	Sort of	Likely	Definitely

C. Your branded sales and marketing materials are professional and consistent in appearance

1	2	3	4	5
False	Not Really	Sort of	Mostly	Definitely

D. Your clients/customers would all say your products/services are of exceptional quality

1	2	3	4	5
False	Not Really	Sort of	Mostly	Definitely

E. No one ever really questions the price of your products/services

1	2	3	4	5
False	Not Really	Sort of	Mostly	Definitely

F. Your website is the catalyst of sales activity for the business

1	2	3	4	5
False	Not Really	Sort of	Mostly	Definitely

G. Interactions with social media, review sites and directories are positive and frequent

1	2	3	4	5
False	Not Really	Sort of	Mostly	Definitely

H. Your e-mail communications to customers are a big driver for sales and repeat business

1	2	3	4	5
False	Not Really	Sort of	Mostly	Definitely

I. Interactive presentations, interesting value calculators, mobile apps and other tools would be helpful

1	2	3	4	5
False	Not Really	Sort of	Mostly	Definitely

J. Your advertising efforts are making the phone ring and keeping sales strong

1	2	3	4	5
False	Not Really	Sort of	Mostly	Definitely

K. If marketing is all about positioning your business for sales, your current marketing program is a beacon of light

1	2	3	4	5
False	Not Really	Sort of	Mostly	Definitely

L. You believe the company logo and overall business look is a major asset and stands out amongst your competition

1	2	3	4	5
False	Not Really	Sort of	Mostly	Definitely

M. Your sales and marketing collateral is current, easily understood and enables faster conversations leading to a sale

1	2	3	4	5
False	Not Really	Sort of	Mostly	Definitely

N. Your company is using videos to effectively explain products and services

1	2	3	4	5
False	Not Really	Sort of	Mostly	Definitely

O. If money was not an issue, you would support doing a Super Bowl ad for the business

1	2	3	4	5
False	Not Really	Sort of	Mostly	Definitely

P. Money is still not a factor, hiring a big celebrity to endorse or advertise your products/services is a great idea

1	2	3	4	5
False	Not Really	Sort of	Mostly	Definitely

Q. Your company is in danger of being forgotten, ignored or dismissed by current customers

1	2	3	4	5
False	Not Really	Sort of	Mostly	Definitely

R. Your website is easily found in the search engines like Google for specific and beneficial search phrases

1	2	3	4	5
False	Not Really	Sort of	Mostly	Definitely

S. Attracting, hiring and training top quality employees is smooth and systematic

1	2	3	4	5
False	Not Really	Sort of	Mostly	Definitely

T. Your last company appearance to the general public or business event was a financial success

1	2	3	4	5
False	Not Really	Sort of	Mostly	Definitely

U. Your overall company culture is easy for your clients/customers to relate to and can describe it

1	2	3	4	5
False	Not Really	Sort of	Mostly	Definitely

V. The last time anyone complained about your products or services was a long time ago

1	2	3	4	5
False	Not Really	Sort of	Mostly	Definitely

W. Your current company flyers, product brochures or electronic presentations are vital to the sales process

1	2	3	4	5
False	Not Really	Sort of	Mostly	Definitely

X. Sponsoring with sports teams, charities, schools or other public entities would be a boost for your business

1	2	3	4	5
False	Not Really	Sort of	Mostly	Definitely

Y. The business reputation inside the community and amongst competitors is admired and respected

1	2	3	4	5
False	Not Really	Sort of	Mostly	Definitely

Z. Taking this assessment inspires you to think about the future growth of the business

1	2	3	4	5
False	Not Really	Sort of	Mostly	Definitely

BONUS QUESTION: If changing some of these answers would mean a 10%, 20% or 30% increase in revenue, would that be a good investment in company time and resources?

1	2	3	4	5
False	Not Really	Sort of	Mostly	Definitely