

MARKETING FRAMEWORKS:

RESEARCH

- 1. WHO ARE YOUR BEST CUSTOMERS?**
- 2. WHAT ARE THEY SEARCHING FOR?**
- 3. DO THEY GOOGLE YOU?**
- 4. WILL THEY GOOGLE YOU?**
- 5. WHAT ARE THEY GOING TO YOUR WEBSITE FOR?**
- 6. HOW COULD YOU PROVIDE THEM A BETTER EXPERIENCE ON YOUR WEBSITE?**
- 7. HOW CAN YOU HELP THEM?**
- 8. WHAT PROBLEMS CAN YOU SOLVE?**
- 9. WHAT'S YOUR PHILOSOPHY?**
- 10. WHERE IS _____ IN 5 YEARS?**
- 11. WHERE IS _____ IN 10 YEARS?**
- 12. HOW DO YOU GET CUSTOMERS/CLIENTS?**
- 13. HOW DO YOU ENSURE THEY'RE RECEIVING THE SERVICE THEY NEED?**
- 14. ARE YOU CHANGING AS FAST AS YOUR CUSTOMERS ARE?**
- 15. CAN THEY GIVE YOU FEEDBACK?**
- 16. DO THEY TALK ABOUT YOU?**
- 17. DO YOU GIVE THEM REASONS TO TALK ABOUT YOU?**
- 18. HOW DO YOU GET THEM TALKING ABOUT YOU MORE?**
- 19. WHO'S YOUR COMPETITION?**
- 20. HOW ARE YOU DIFFERENT?**
- 21. WHAT WILL YOU CREATE OR CURATE THAT COULD HELP YOUR TARGET AUDIENCE?**
- 22. HOW WILL YOU SHARE WHAT YOU CREATE?**
- 23. HOW MUCH TIME WILL YOU BUDGET TO YOUR ONLINE STRATEGY? DAILY? WEEKLY? MONTHLY?**
- 24. DO YOU HAVE A STORY? COULD YOU TELL IN ON YOUR WEBSITE?**
- 25. WHAT'S YOUR MOST VALUABLE COMPETITIVE**
- 26. ADVANTAGE?, WHAT IF YOU LOST THAT?**
- 27. WHAT IF YOU LOST YOUR BIGGEST CUSTOMER?**
- 28. WHAT WOULD AN AVERAGE EMPLOYEE SAY ABOUT WORKING FOR YOU?**
- 29. DO A LOT OF PEOPLE REFER BUSINESS TO YOU? HAVE YOU EVER ASKED WHY NOT?**
- 30. HOW WILL YOU STAY ON TOP OF TECHNOLOGY?**
- 31. DO YOU COMMUNICATE WITH YOUR CUSTOMERS WHERE THEY'RE MOST COMFORTABLE COMMUNICATING?**
- 32. WHAT WOULD YOUR COMPETITION SAY ABOUT YOU?**
- 33. AT THE END OF THE DAY, WHAT'S MORE IMPORTANT, PROFITS OR PEOPLE? (BE HONEST, AND REMEMBER YOUR ANSWER)**