



Your Business MOT

thebestofpoole

thebestofbournemouth

Company & personal information

Name:

Business Name:

Industry Sector:

Business Address:

Postcode:

Daytime Tel:

Mobile Tel:

Email:

Website:

Your role in the business

Where is your focus best served?

How many staff?

How long have you been trading?

Is the business VAT registered?

Your business

Tell me briefly about your business:

What sets you apart from all your competitors?

Who are your main customers?

How many customers have you got?



What's a typical spend of a customer?

Typical Lifetime spend of a customer?

What area does your business serve?
Local/County/National/International

Who is your typical Customer?

Who is your target Customer?

In the last 12 months has your business
grown/stayed the same/shrunk?

What do you think has made the difference?

Retention

Do you have anyone helping you build your brand?

Do you have anyone helping you with your
marketing support?

Do you have anyone helping you with your
connections with local consumers and businesses?

Do you have anyone helping you with local exposure?

What marketing do you currently have in place?

Directories

Yell/Thompsons

Newspapers

Magazines

Radio

Television

Cinema

Outdoor Media (posters, billboards etc)

Social Media

Google Places

Google Plus

GoogleAdwords

Facebook

Linkedin

yes

no

Is it working?

yes

no

What marketing do you currently have in place?

			Is it working?	
	yes	no	yes	no
Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
YouTube	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
News/Blogs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reviews	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E-commerce	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Email Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leaflet Drops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brochures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Networking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you have a marketing plan in place?

What areas of the business do you need to promote in the next year?

What budget do you have put aside for marketing?
(11% of turnover on marketing)

What is your retention strategy on keeping existing customers?

How do you keep in touch with them?

Do you have a strategy to retain existing customers contact data to send special offers?

Testimonials

How many testimonials do you currently have?

How do you generate these?

How do you use them?

Your plans/goals for the business

Next 12 months

Next 3 Years

What steps do believe you need to take to achieve it?

10 things your potential customers should know about you?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.