

Customer Needs Analysis

Many companies find the whole business of advertising confusing and frustrating. Often we're just not getting the right kind of advice. Good advertising choices begin with clear, concise analysis of your business and your goals. Only then can you make correct decisions about how and how often you should be advertising. We hope this advertising analysis is helpful.

Section One: Let's look at your business.

1) What is the exact trade name of the business / service you are focusing on?
Exactly what type of business are you in?

2) What kinds of product service do you sell / provide?

3) Who do you think are the customers you would like to do business with?
(Check all that apply)

- Children pre-school
- Tweens (7-12)
- Teenagers (12-18)
- Young Adults (19 -26)
- Adults (27-39)
- Adults (40-55)
- Adults (55-65)
- Seniors (65+)
- Blue Collar
- White Collar
- Students
- Male
- Female
- Housewives
- College Grads
- Others (please specify)

4) Are there any special traits / activities / hobbies / lifestyle elements your customers need to have to do business with you? (Please be specific).

- 5) Why do you think people choose to do business with you more than once? Why would a customer recommend you to a friend or colleague? (Try to list at least three).

- 6) Can you name ONE thing that separates you from your competitors? Can you find something you do better than all your competition?

- 7) How many employees do you have?

Section Two: Let's analyze your Self-Promotion.

- 1) Have you advertised before? If yes, which media have you tried? (Check all that apply).

- TV
- Radio
- Newspapers
- Magazines
- Billboards
- Direct Mail
- Coupons
- Internet
- Yellow Pages
- Others (please specify): _____

- 2) Would you say that you (please check all that apply)

- Advertise regularly (at least once per month) in more than one media.
- Advertise regularly (at least once per month) in just one media.
- Advertise irregularly (less than once per month) in different media.
- Advertise irregularly (less than once per month, but always in the same media.
- Advertise irregularly and change media often, depending upon results.
- Tend to advertise with a media for constant periods of more than six months.
- Have never advertised with any media for longer than three months per campaign.

3) What kinds of experiences have you had with your advertising? (Please check all that apply):

- Great! Constant advertising is crucial to my business success
- OK. I've had some good results and some not so good
- I think _____(media type/s) is/are really good, but don't much like others.
- I really don't think that _____(media types) work for me.
- Advertising in general has been frustrating and unpredictable for me.
- I do enough business through word of mouth without advertising
- I tried radio a few times before and I was disappointed

4) When I have advertised, I have always included the following information: (could include specific product information, slogan, telephone number etc. etc.)

5) What are you hoping to achieve through your advertising efforts? (Please check all that apply).

- Generally increase business
- Move excess inventory
- Promote a sale / seasonal product
- Change the kind of people I do business with
- Launch a store / product line
- Change my image
- Promote a change to my business (location / ownership etc.)

Thank you for your input. Using the information you have given, we can create an 'advertising analysis' for you that could help you to focus your advertising objectives to achieve better results. A representative will be back in touch within 48 hours.

Your Info:

Name: _____

Position: _____

Address: _____

Tel #: _____

Email: _____