

dotJenna's Web Marketing Questionnaire

In effort to achieve our goal of making your social marketing campaign the best it can possibly be and to position it to achieve the highest rankings possible, we need your assistance with the content. Please answer the following questions to the best of your ability. The output of your web marketing strategies is only as good as the information you put into it. The more detailed and thorough your responses, the better results you will see overall. Please fill out this form and return to us via email or fax at 972-335-9929. Keep a copy for your records, and be sure to update it as it changes over time.

A. General

Contact Info

Client Full Name: _____

Title: _____

Company Name: _____

Business Address: _____

Billing Address: _____ *Same as Business Address*

Phone 1: _____ *Direct* ___ *Office* ___ *Cell*

Phone 2: _____ *Direct* ___ *Office* ___ *Cell*

Toll Free: _____

Fax: _____

Email Address: _____ *Shows to the general public*

Lead Email Address: _____ *Where you want leads to go*

IT Contact: _____ *Who handles computer hardware, etc?*

Assistant: _____ *Please provide Contact Info*

Current Website & Email

Website URL Domain: _____ *To Be Determined*

Host / Webmaster: _____

FTP Login: _____

Control Panel URL: _____ *User: _____ Pass: _____*

Domain Registrar: _____ *User: _____ Pass: _____*

Email: How is your email handled?

No email/I need address Broker handles

Exchange server Yahoo or Gmail

Real Estate Clients Only

Real Estate Board: _____

Board #: _____

Broker: _____

Broker Address: _____

Broker City, ST Zip: _____

Broker Main #: _____

B. Marketing

General

What other type of marketing do you do? Please place a number between 1-5 to describe the effectiveness of the marketing that you do or have done in the past. 1 is the best, 5 is the least.

- | | | | | |
|----------------|-----------------|-----------------------|-------------------|-----------------------|
| ___ Print | ___ Realtor.com | ___ HomeGain | ___ CraigsList | ___ Referral Services |
| ___ Yard Signs | ___ Flyers | ___ Direct Mail | ___ Buy Leads | ___ Mail Newsletters |
| ___ Postcards | ___ Calendars | ___ Email Newsletters | ___ Twitter | ___ Facebook |
| ___ YouTube | ___ Pop-Bys | ___ Newspaper | ___ Magazine Ads | ___ Parties |
| ___ SEO | ___ Adwords | ___ Web Banners | ___ Listing Sites | ___ Other |

If you do any of the above-types of marketing, how often?

- | | |
|-------------------------------|-----------------------|
| ___ Regularly, like clockwork | Please Explain: _____ |
| ___ When I need business | Please Explain: _____ |
| ___ Sporadically | Please Explain: _____ |
| ___ Rarely | |
| ___ Never | |

Look & Feel

Describe any visual elements or styles which can be utilized from existing marketing materials or ideas.

Forward Thinking

What do you want to get from your web marketing strategies? (Where do you want to be...)

In the next two years? _____

Five years? _____

How do you expect The Marketing Shop.com and dotJenna to help you meet your goals?

Do you have an existing or planned marketing strategy in mind to promote your business online? If so, please describe.

Products & Services

Tell us about the products and services you are offering or promoting:

- | | | | | |
|--------------------------------------|---------------------------------------|-------------------------------------|---------------------------------------|-------------------------------------|
| <input type="checkbox"/> Real Estate | <input type="checkbox"/> Legal | <input type="checkbox"/> Contractor | <input type="checkbox"/> Retail | <input type="checkbox"/> Restaurant |
| <input type="checkbox"/> MLM | <input type="checkbox"/> Sm. Business | <input type="checkbox"/> Investor | <input type="checkbox"/> Medical | <input type="checkbox"/> Shop |
| <input type="checkbox"/> Health | <input type="checkbox"/> Mortgage | <input type="checkbox"/> Service | <input type="checkbox"/> Online Sales | <input type="checkbox"/> Other |

Please describe the products & services you have to offer:

If Real Estate:

- | | | | |
|--|--|---------------------------------------|--------------------------------------|
| <input type="checkbox"/> Single Family Homes | <input type="checkbox"/> Condos, Highrises | <input type="checkbox"/> Farm & Ranch | <input type="checkbox"/> Industrial |
| <input type="checkbox"/> Commercial | <input type="checkbox"/> Horse Property | <input type="checkbox"/> Multi-Family | <input type="checkbox"/> Investments |
| <input type="checkbox"/> Cash for Houses | <input type="checkbox"/> Luxury | <input type="checkbox"/> Acreage | <input type="checkbox"/> New Homes |
| <input type="checkbox"/> Existing Homes | <input type="checkbox"/> Military | <input type="checkbox"/> Foreclosures | <input type="checkbox"/> Short Sales |

C. Audience

Who is your target audience? Is it different from your current customer profile? Describe in detail.

Perception

Use three adjectives to describe how you want people to perceive your company? (Examples: conservative, progressive, friendly, formal, casual, serious, experts, humorous, service-oriented, professional, etc.)

Is this different than current image perception? If so, please explain.

Describe your business in one sentence.

What do you feel is the biggest challenge in getting your image across to customers?

What are the questions you get asked most often?

Why should someone use your services?

Are you a member of any associations or organizations?

Have you won any awards for your products or services?

What certifications and titles do you hold?

Target Market

Tell us about the demographics of your target market.

What is your audience state of mind?

Where do they generally live?

What cities do you serve?

What kinds of jobs do they have?

Who is your main clientele?

Competition

Who are your competitors online?

Who are your competitors off-line?

What makes you different or better than your competitors?

What are the key reasons that customers choose your company?

D. Lead Generation

Lead-Action. What do you want your Audience to do? Call you? Fill out a form? Buy something? Learn about you? Watch a Video? Sign up for a class? Please explain.

Lead Process. How will your leads be monitored and processed? Explain. How will the lead be handled in your office? What pitfalls generally occur during this process?



Who will be responsible for contacting the leads once you get them? **Note!** *Contact leads within 30 minutes of receipt for best results.*

Lead Delivery. Where do you want the email lead to go?

Lead Engine Database Email Notification Top Producer Other

Existing Leads. Do you have a database housing your existing website leads now?

If the answer to the above-question is yes, please provide:

URL: _____ User: _____ Pass: _____

E. Social Marketing

Who is the representative of your organization for social media purposes?

Do you have a business Fan Page or Group already created in Facebook? If so, please provide the URLs.

Will you want to set up a separate Page for your Business Profile?

Can you locate a list of your previous clients for adding to your friend list on Facebook?

Do you have a Twitter Account? Please include your username and password.

Please list any other social media accounts you have currently and provide the usernames and passwords for each.

Please tell us anything else we should know before handling your social marketing and networking.

F. SEO

Keywords

We will be conducting thorough keyword research on your website based upon your target market. We need to know what your potential clients will type in the search box to find the type of products and services you offer. Please tell us the keyword phrases you feel would best convey your products and services:

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Geo-Targets

Are you trying to get traffic in specific geographic areas. Please list the areas in which you want to show up in search results. This may be cities, states, counties or a combination of both. If you are seeking a national SEO campaign, please just write "USA." If there are specific states you most often need to cover, please list them in the spaces below.

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Main Geo-Target

It is crucial that your website scope be narrowed as much as possible to prevent it from being diluted and losing weight with the search engine crawlers. If you had to choose, what would be the title of the one geo-graphic area that you wish to cover. This will likely need to encompass all of the supplemental areas you cover. If you have questions or concerns about this question, please discuss it with your TMS Webmaster.

What is your main geographic area? _____

What are the 3 top areas you wish to cover?:
