

# **FMS Marketing Survey**

## **General**

1. What is the mission of your company?
2. What are your Marketing Goals for this year and next year?
3. What are your longer-term Marketing Goals?
4. What are your financial targets? Sales, margin, profit goals?
5. What are your Basic Assumptions about your market that govern your plans?
6. What marketing Time Frames are most critical for your company?

## **Marketing**

7. What is your Marketing Strategy for this year?
8. What are your Advertising needs for this year? Ad plan in place? Which pubs are best; why?
9. What are your PR wants for this and next year? PR schedule in place?
10. What is your Distribution Strategy for this year and next year?
11. What Lead Generation activities are employed?
12. What is your current target for leads generated per month?
13. What trade/seminar plans are in place? Giving any talks?
14. How satisfied are you with the current Marketing Literature?
15. Do you now or plan to publish a Newsletter? Target to what audience(s)?
16. In what condition are your contact or mailing lists?
17. Do you have a program in place to establish Strategic Marketing Alliances?

## **Sales**

18. What are your prospect profiles: this year and next year?
19. What is your overall Sales Strategy?
20. What are Sales Goals for this and the next two years?
21. What do you like about your sales program? Not like about it?

## **Customer Relations**

22. Can you clearly describe your customer base?
23. What do your customers like about your company?
24. What don't your customers like about your company?
25. When was your last Customer Survey conducted?

## **Budgets**

26. Are there formal Marketing Budgets for this year? What kinds?
  - . . . . a. Ad budget?
  - . . . . b. PR/writing budget?
  - . . . . c. Collaterals budget for printed literature and other collaterals?
  - . . . . d. Trade show budget?
  - . . . . e. Travel and entertainment for Marketing separate from Sales?
27. Is there a variable budget provision to accommodate high/low sales?
28. Can you track this year's expenditures to last year by type?
29. Do you report variances by month and quarter by type of expenditure?
30. Do you report variances by month and quarter by type of expenditure?
31. Are you satisfied with your marketing budget process? If not, why?