

Previous Marketing Performance & Goals

- 1) What are your monthly marketing goals?
- 2) What are your quarterly marketing goals?
- 3) What are your yearly marketing goals?
- 4) What are the consequences if you don't achieve these quarterly or yearly marketing goals?
- 5) What are your monthly sales goals?
- 6) What are your quarterly sales goals?
- 7) What are your yearly sales goals?
- 8) What happens if you don't achieve these quarterly or yearly sales goals?
- 9) Do you have a service level agreement (SLA) in place
- 10) Who created this agreement?
- 11) What happens if marketing does not meet its commitments to sales?
- 12) How much do you spend on marketing annually?
- 13) What results would you have to see to be able to secure more budget for marketing on an annual basis?
- 14) What is your customer acquisition cost (CAC)?
- 15) What is the ratio of customer lifetime value to CAC (LTV:CAC)?
- 16) What is your time to payback CAC number?
- 17) What percentage of customer deals are generated by marketing currently?
- 18) What percentage of customer deals are influenced by marketing?
- 19) What is your current customer conversion rate?
- 20) What is the lifetime value of a customer?
- 21) What marketing metrics do you currently track?
- 22) Which ones are most useful and valuable to your team?
- 23) What tactics provided the highest ROI for your business last year?
- 24) What tactics were least successful?
- 25) What marketing activities are done to build your brand versus provide a return on investment?
- 26) What about your current measurements are flawed?
- 27) What does a successful marketing campaign look like?
- 28) Have you launched any campaigns that you would consider risky and what were the results?
- 29) What is your criteria for measuring lead quality?
- 30) What offers or marketing campaigns create low quality leads?
- 31) What offers or marketing campaigns create high quality leads?
- 32) What tools do you use to manage your marketing?

- 33) What tools do you use to track and analyze your campaigns?
- 34) If you sell goods offline, how do you track those sales back to digital sources?

Understanding Client's Business Strategy

- 35) What values and beliefs define your brand?
- 36) What are the pain points you solve for customers?
- 37) How do prospects find your product?
- 38) What sources bring in the highest value customers?
- 39) How strategies are in place to retain customers?
- 40) What is your upsell strategy?
- 41) From an overall business standpoint, what is your biggest challenge?
- 42) What are your biggest marketing challenges?
- 43) What are your biggest sales challenges?
- 44) For these challenges, why have they not been solved?
- 45) What has been the negative effect of these challenges/problems on your business?
- 46) What does your sales process look like?
- 47) How long is the average sales cycle?
- 48) What three pieces of content are most useful during the sales process?
- 49) What are the biggest challenges your customer service reps face?
- 50) What makes your business unique in the market?
- 51) Who are your three biggest competitors?
- 52) Who isn't a competitor now but could be in the future?
- 53) What marketing done by a competitor made you jealous?
- 54) What do you want your company to be known for in the market?
- 55) What makes you personally excited to come to work every day?
- 56) What technological advance or product could disrupt your business model in 5 or 10 years?

Identifying Brand's Audience & Industry

- 57) Who is your target audience? Do you have established buyer personas for each of your target customer groups?
- 58) What is the size of your total addressable market?
- 59) What percentage of your market is aware of your brand and products/services?
- 60) What are the top publications/blogs in your industry?
- 61) What conferences in your industry are must-attend events?
- 62) What makes buying your product or service necessary? What makes a customer buy right now?

- 63) Are there seasonal buying patterns that affect your sales?
- 64) What types of prospects are not a good fit for your company?
- 65) What misperceptions do prospects have about your brand?
- 66) What do leads say they like or dislike about the brand and its marketing?
- 67) What are the top reasons a lead doesn't close?

Digging into the Agency-Client Relationship

- 68) Why did you change agencies?
- 69) What made you want to hire our agency?
- 70) What worked/didn't work with your previous marketing partner?
- 71) What would make you want to fire our agency?
- 72) What factors do you think make the client-agency relationship successful?
- 73) How do your company's leader view the role of marketing in the brand's overall success?
- 74) Who are the decision makers in your department?
- 75) What tools do you use to project management your campaigns?
- 76) What have we done recently that surprised you?
- 77) What have we done that was of most value to you?
- 78) How could my team improve its communication with your team?
- 79) Who on your team do we need to build a better relationship with?
- 80) What type of communication (phone, email, text, etc.) works best for you?
- 81) What is your typically response time for returning calls and responding to emails?
- 82) How could we better communicate deadlines, timelines, and project updates?
- 83) How do you handle password management of your company profiles?
- 84) Do you have a crisis communication plan in place?
- 85) What is the procedure for dealing with a customer complaint or problem online?
- 86) Which of our team members would you hire and why?
- 87) What is keeping you up at night?
- 88) What skills are lacking in your current staff members?
- 89) What would you like more training on?
- 90) What services do you wish our agency offered?