



Strategic Marketing for SMEs

How much do you know already?

This questionnaire is designed to help our customers develop and improve their marketing strategy. We use it when we start working with a new client to fast track them towards the most appropriate level of support.

We offer a modular approach to strategic marketing, so your plans develop in line with your business and your budget. See where your business knowledge takes you, and then decide which of our tailored modules would be best for you.

Tailored modules for SMEs

Building a marketing strategy: the first step for SMEs who need to formalise their planning

Segmentation and targeting: for established businesses in need of improved profitability

Building value through your product range: a structured approach to product management

Building value through your customer base: a structured approach to customer lifetime value



Oriel Marketing Ltd

Perspective | Strategy | Action

01252 727625

We offer a modular approach to strategic marketing, so your plans develop in line with your business and your budget. Find out more about our modules



www.orielmarketing.com

Setting the scene

1. What business are you in?
 - What do you offer your clients?
 - Why do they need your services or products?
 - Why did you start this business
 - Is it a commercial enterprise, non-profit, charity or a combination of entities?
2. What are your objectives for the business over the next three years?
 - How many customers?
 - How much turnover?
 - What level of profit?
3. Which market are you competing in?
 - Can you describe your market?
 - How large is it?
 - Are you confining yourself to a geographic area?
 - Is it highly competitive?
4. What are the key industry trends that affect your business most?
5. In what ways is the economic climate affecting your business?

Target Audience

6. Have you identified any specific market segments? (Note down how you define them)
7. Do you offer different products, pricing or marketing messages to different segments?
8. Why do your customers buy from you, rather than your competitors? (have you asked them?)
9. Do you know why they might not buy from you?

The Competition

10. Your company solves a problem for your clients. What alternative solution might there be to their problem? i.e. what other products or services compete with yours?
11. Which organisations are your main, direct competitors?
12. What do they do better than you?
13. Which competitors are the most successful in your market?
14. How easy is it for new competitors to enter your market?

What do you offer?

15. What are the benefits to the customer of using your services?
16. Can your competitors claim to offer the same benefits?
17. Are there any significant weaknesses that need to be addressed?
18. How often do customers buy from you? How long do they stay with you?

Key messages

19. What key messages are you trying to communicate to your customers?
20. Have you identified different messages for different groups of stakeholders e.g. staff, shareholders, investors?
21. What is the lasting impression about your company that you want to leave with your stakeholders?

The Buying Process

22. Where do most of your sales come from?

- Personal sale through meetings, networking or retail outlet
- Online sale through website, blog etc
- Indirect through associates, partners etc

23. Who makes the decision to buy, and who influences the decision?

24. How do your customers research the market? What search words do they use to find your services?

25. What criteria do they use to select between suppliers?

Pricing

26. How important is price in the buying decision?
27. What is your current pricing structure? How many customers pay full price?
28. What do your competitors charge? Where do you sit in the range?
29. How profitable are your products? Can you identify any that are loss making?
30. Do you think you are seen as offering good value?
31. How often do you review your pricing?

Company
name:

Date:

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