

**GOODWORKSMEDIA**



# Online Marketing Questionnaire

## Introduction

Today, more than ever, it's tremendously important to effectively market your organization on the web. As we all know, the media makes this point very apparent. To illustrate it further, take a look at these incredible facts:

- Google performs over 90 million searches per day
- 91% of people in the U.S., between the ages of 18 and 64, read and send email
- Consumers spent \$143 billion online in 2005

This questionnaire will ask hard-hitting questions like, "Is your website optimized for search engines?" or "What are the top reasons people use your site?" It's important to answer each question the best you can, so the team at Goodworks Media can make an accurate assessment of the actions you're taking online. From there, we can create and execute a plan to strengthen your business' online presence.

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Company/Organization

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Name

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Title

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Date

# The Big Questions

What are you doing online?

1. Who is your target audience? Please describe demographics such as age range, lifestyles, buying behavior, attitudes, and so on.

2. What are the top reasons people use your site?

3. What is your strategy for marketing online and how does it fit into your overall marketing plan?

4. Is generating revenue from the web an important part of your business model?

Yes

No

5. What type of marketing activities are you currently doing online? For example, pay-per-click marketing, opt-in email campaigns, etc.

6. On a scale from 1 to 10, how would you rate the success of your marketing activities online?

1 2 3 4 5 6 7 8 9 10  
(very poor) (fair) (very good)

7. Do you have any specific goals for your organization's online marketing?

8. Are search engine rankings important to your business?

Yes                  No

9. Is your site optimized for search engines?

Yes                  No

10. Do you use any analytics on your website? (Analytics = how many people see your site, what browser they use, etc.)

Yes                  No

11. Do you perform any email marketing?

Yes                  No

12. If you do perform email marketing, please describe strategies, frequency, measurements, and so on.