



# Ascertainment / Needs Analysis

Date: \_\_\_\_\_ Business Name \_\_\_\_\_

## 1 UNCOVER MAJOR GOALS & MOTIVATION

**"What goals do you have for your business"** (Besides "makig more money")

**"Where do you want your business to be 1-year from today?"**

*Increase foot traffic or build up a particular component. Find out where they see the business going and how they hope to get there. (Discover the "A" & "B")*

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## 2 UNCOVER TARGET MARKET ("REACH")

**"Who is your average customer?"** (Age, gender, education level, income?)

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## 3 UNCOVER MESSAGE for Offers v Branding

**"What kind of offers/ deals (if any) do you think can get you new customers?"**

*If you have any competing media ads, review them, and ask:*

**"How did this work for you?"**

Notes: \_\_\_\_\_

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## 4 UNCOVER UNIQUE SELLING PROPOSITION ("USP")

**"How is your business different from the competition?"**

**"What are the top 5 words to describe your business?"**

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### 5 PROBE DIGITAL NEEDS

"How important is traffic to your Website?"

*If you have reviewed the site, ask:*

"I saw on your site you are trying to accomplish (Marketing Concept Noticed) is this working?"

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"How important is your Social Media Marketing?"

*If you have reviewed their Social Sites, ask:*

"I saw on (Social Site) your're trying to accomplish (Marketing Concept Noticed), is this working?"

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### 6 PROBE BUDGET

"Do you have a budget set aside for advertising & marketing? Have you thought of doing so?"

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### 7 PROBE POTENTIAL OBJECTIONS

"What advertising/marketing challenges are you currently facing or have faced in the past? What has worked and not worked? What is the worst advertising decision you have ever made?"

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### 8 PROBE FOR INFLUENCERS

"Who else influences decisions on your company's marketing strategies?" (if not discovered during your "approach")  
(Names, Email, Phone contact info this could include: owners, partners, managers, employees-influencers)

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