



One Minute Marketing Assessment Survey

**Please have completed survey
FAXED to 972-243-078.
THANK YOU!**

Please take a moment to complete this survey. This research will help identify how you can best strengthen your current marketing efforts.

Name: _____ Phone: _____

Title: _____ Email: _____

Company: _____ State: _____

1. Our main marketing goal is: Image Building New Site Prospects

2. Our marketing efforts include; and we *rate* each as follows:

	not effective			very effective	
Direct Mail	1	2	3	4	5
Trade Shows	1	2	3	4	5
National Advertising	1	2	3	4	5
Telemarketing	1	2	3	4	5

3. Our top three *target industries* are: Most industries are acceptable

1) _____ 2) _____ 3) _____

4. Our top three *geographical targets* are: Most areas are acceptable

1) _____ 2) _____ 3) _____

5. Our *marketing needs* include:

Web services Brochure Development Advertising Prospect Generation Other

6. Our *fiscal year* begins: Jan Feb Mar Apr May June

Jul Aug Sep Oct Nov Dec

7. We *begin planning* our year in: Jan Feb Mar Apr May June

Jul Aug Sep Oct Nov Dec

8. We leave *flexibility* in the budget for special projects? Yes No

9. Our *annual budget* for marketing is: \$5,000 to \$15,000 \$15,001 to \$30,000
 \$30,001 to \$60,000 \$60,001 to \$150,000

10. Top three *trade shows* we attend are:

1) _____ 2) _____ 3) _____

I would like to learn more information about prospect generation for my area from WEDA.

Yes No