

Business Marketing Questionnaire

Take your time to answer these questions to get clarity on what you do and why. Use this to determine your goals while working with a copywriter.

1. What is the product or service you offer?
2. What is the customer need you are trying to meet?
3. Who is your target market?
4. Who are your direct competitors?
5. What is your competitive advantage?
6. What do your competitors do better than you?
7. Why did you start your business?
8. Who is your ideal client?
9. Where do you promote or market your business?
10. What's your most successful marketing strategy?
11. What marketing strategy fell flat and why?
12. What are your marketing goals?
13. Where do you want to be in 5 years?
14. Why did you reach out to a copywriter?
15. Do you have a marketing budget?