

## Marketing Questionnaire

- Do you know who you wish to market to?
- Do you know where your market is and how you could reach it?
  - Would it be appropriate to use Social Media? Which one(s)?
  - How about using articles in “normal” publications and in e-zines?
  - What about advertising?
    - Email lists?
    - Banner advertising?
    - Pay per click?
    - Facebook?
- Have you got your own email list?
- Have you got affiliates who could advertise for you?
- Have you thought about conferences? Trade fairs etc.?
- How do you attract customers to yourself? Do you have a website? Are you using blogs?  
Do you contribute to forums and/or discussion groups? How do you make yourself known?
- Do you give talks?

I can help you with all this and work with you to achieve a marketing plan.