CNA Questions

# Company- The WHO

1. I see your company has been in business a long time and you have been here most of that time. How did you get started in the business?
2. What’s most enjoyable about being in the business? Toughest?
3. What is the most important thing for consumers to know about you today?
4. Tell me about your busiest day.
5. In what causes of community efforts do you invest? (Cause Marketing Questions)
6. Do you consider your business seasonal? If so why and what products?
7. LOCATIONS QUESTION-Out of all your locations, do you have any locations that aren’t doing as well as the others?
8. If you have multiple locations do you have a call center to distribute the calls or leads? (this is specific towards SEM as you need to know where the phone rings)

# Customers-WHO & WHERE

1. If you could describe your typical customer what would you say? Male? Female? Age? Income level? Is it a soccer mom? A sports fanatic? Etc.….
2. Is that the demographic you prefer or are there any missing opportunities?
3. Have you found the customer to be changing over the last few years?
4. Do you anticipate any changes in your target customer?
5. What would you say is the single largest misconception people have about shopping with you?
6. How do people know about you?
7. What is the Geo you are targeting? How far will a customer come to shop with you?

# Products/Services-WHAT

1. Based on the products or services you sell... Are you targeting higher- end? Average quality? Lower-end?
2. Is there a product or service you would consider your specialty?
3. Are those your best sellers?
4. What would the worst sellers be?
5. Anything you like to feature, perhaps because of a higher profit margin?
6. What information do your customers need to make an informed buying decision?
7. What problems does your product or service solve?
8. Can you share with me specific bench marks or goals for each of your products or services? For instance, how many cars is your monthly goal, etc.…
9. What area of your business provides the greatest growth opportunity over the next year, five years?
10. What obstacles do you see that could keep you from taking advantage of this growth opportunity?
11. What is your competition doing to take advantage of this growth opportunity?
12. Is there any another area of your business that shows growth potential?

# Competition

1. Who do you consider your competition? Brick & Mortar Competition compared with on-line?
2. Why would people shop there?
3. What would they have as advantages over you? What advantages do you have over them?
4. Are you anticipating any changes competitively? New competition coming in? Are they going out of business or moving?

# Marketing Challenges-WHY?

1. Currently what are your biggest marketing challenges you face?
2. How are you addressing those challenges currently?
3. Are those challenges the same as your digital marketing challenges?
4. May I ask what kind of sales projections you have for this year? And are you on target?
5. Do you set specific monthly goals for each product or services?
6. How much is each customer worth to you? Per year?
7. What is the lifespan of each customer?
8. What would you like to your company be known for? Customer Service? Low price?
9. If there were just one thing you would be known for, what would you want that to be?
10. If you could change one thing in your company image, what would that be?
11. If I had to ask you the WHY QUESTION? Why do you do what you do? What would that be?

# Advertising-HOW

1. Do you currently use an advertising agency?
2. In what media are you currently advertising?
3. Which do you use the most often?
4. How often do you use each medium?
5. How do you break up the percentage for each core advertising? For instance, 20% Radio, 40% TV, 10% Billboards, 30% digital?
6. What would you say you like best about each medium?
7. Anything you change if you could about each of them?
8. Are you using co-op from your manufacturers?
9. How do you measure the success of advertising campaigns?
10. Do you know what your conversion rate is once someone either comes to your website or walks into your location?

# Specific questions about Digital

1. Do you have a digital marketing budget?
2. How much of your marketing budget is being spent on Digital?
3. If you do have a Digital Marketing budget how much towards SEM? Display Ads? Facebook Paid ads? Social Management?
4. I see that you are doing some form of digital marketing (ghostery example), Can you tell me more about what you are doing and what is working for you?
5. Talk deeper here about specific digital solutions…Find out what their level of knowledge is here to help you with your proposal…. Programmatic (CAT), Video ads, SEM, SEO, Social Mgmt., etc.)
6. Who is handling your Social Sites right now? (discuss boosting and posting as you will know if they are doing this or not from the Pre-Needs)
7. In the world of Social channels are you utilizing PPC (or boosting or promoting) for your followers to see your ads? (Refer to the 2% stat here)
8. What are some of your Digital goals?
9. Are your digital marketing goals different from your traditional marketing goals?
10. Once someone comes to your website do you know what your conversion rate is?
11. If you are doing digital, how are you tracking the results?
12. Are you utilizing Google Analytics? If so what do you use it for? Tracking? Marketing Planning? (explain GA capabilities and limits with clients on Mobile app delivery to start that conversation)
13. Are you pleased with your website? Pleased with the Content on your site?
14. (If not mobile or responsive…) Are you planning on converting to Responsive? Do you know that google recommends responsive site above mobile?
15. Do you have a current webmaster that updates your website? Are you making changes to your current website on a regular basis so there is always current and updated information?
16. Does your Webmaster currently do SEO for you?
17. Are you updating your website with fresh content on a regular basis?
18. Do you know who your on-line competitors are compared to your brick and mortar competitors?
19. From a digital perspective, if you look at all your products or services you have, what is your highest profit margin?
20. What is your least?
21. What is your marketing message in traditional marketing? In digital marketing? (if doing digital). With digital we can be much more targeted with each of your products or services, so we want to make sure we are focusing on your highest ROI’s.

# Wrap-up

1. Are there any other areas we should discuss before I begin to strategize a digital marketing plan for you based on today’s meeting?
2. As I am collecting additional research on your industry over the next few days are there any areas of special interest to you that I should research as well?
3. Are there any other individuals involved in making marketing and advertising decisions?

At this point go over any findings that you noticed in doing your research for this appointment

\*Ghostery findings, etc.

\*\*This is your time to talk- remember BE THE LAST TO SPEAK

Set date and time for proposal at the end of this meeting.

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**Steps for A Great Digital Needs:**

1. Need to know the client’s business first and foremost. Most important part of any needs, regardless of the products or solutions you are selling is to understand the business. The who, the what, the why, the where.
2. Make sure before going into the needs you have walked thru your digital questions and highlighted exactly what you want to ask based of off vetting the client. (i.e. Ghostery, DADCOP, etc.). What was the VBR that got you into this appointment?
3. Give in intro in the needs based on what that VBR was? Example: “*Thanks for taking the time to meet with me. I know when we talked thru email you were eager to hear more about what I discovered on your PAID Ads and how I believe we can do it better, however, before we touch on that, I want to make sure that I completely understand what your goals and challenges are so we can put together a strategic plan for you”*
4. Ask Questions, not make statements.…. LISTEN…LET ONE QUESTION TAKE YOU TO THE NEXT ONE. Remember you are getting information to understand what their story is…when you come back to them you are going to use this information to tell them YOUR MARKETING STORY, THRU A PROPOSAL/PRESENTATOIN. YOUR JOB RIGHT NOW IS TO GATHER INFORMATION.
5. BE THE LAST TO SPEAK…. What do I mean by this? At the end, recap for the client. Recap what they told you, ask if you missed anything?
6. This is where you cover anything that you uncovered during the pre-needs process. Explain any VBR’s that got you that appointment and tease how you are going to help them with this thru the partnership
7. Last but not least, contract for the next appointment to do the presentation.

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