



MARKETING CONSULTANCY

Identifying effective solutions for all your marketing needs

**FACT FINDING SHEET**

Client Name: \_\_\_\_\_

Date: \_\_\_\_\_

**Background**

What does the company do?

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Who are your customers and where are they based?

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What would you say is unique about your company?

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Do you keep a customer database?

*Is the data up to date?*

*What data is kept?*

*Approx. number of records?*

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Who are your competitors?

## **Marketing**

Do you have a Marketing team in place or an agency in place?

Why has the need been identified now?

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What Marketing have you carried out previously?

*Direct/Email marketing*

*Advertising*

*Online/Website*

*PR*

*Exhibitions/Events*

*Networking*

*Customer profiling/database*

*Social Networking*

What are your objectives for the Marketing?

What would you be looking to achieve?

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What is your budget and timelines?

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Are you the decision maker?

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Is anyone else involved in the decision?

**Pinpoint Marketing Consultancy Ltd**

07523 569288

[info@pinpointmarketingconsultancy.co.uk](mailto:info@pinpointmarketingconsultancy.co.uk)

[www.pinpointmarketingconsultancy.co.uk](http://www.pinpointmarketingconsultancy.co.uk)