



**Marketing Evaluation Questionnaire** Today's Date:

**Business Name:**

**Contact Name:**

**Owner's Name**

**Title:**

**Phone Business:**

**Cell:**

**Email:**

**Proprietor, Franchise or Corporate:**

**How long in Business:**

**# Locations:**

**Do you own other Restaurant Concepts:**

**Name(s) & Location(s):**

**Describe Business Concept & What you Offer Consumers:**

**% Dine-In?**

**% Take-Out?**

**% Delivery?**

**Entertainment Type?**

**Other?**

**Sales Goals:**

Would you like to grow all these areas?

How much More in Sales could you Handle per month?

About What % Increase is that?

What % Customers do you think move away from you yearly and become deceased?

Did you realize because of this, most restaurants & retailers need up to 20% increase in sales just to break even?

**Current Advertising / Marketing:**

Radio \_\_\_ TV \_\_\_ Billboards \_\_\_ EDDM \_\_\_ Other Coupons \_\_\_ Facebook/Social Media \_\_\_ Website \_\_\_ Direct Mail \_\_\_

Explain when and how using these methods:

Do you have a customer contact list?

What kind of list & how many in it?

Do you have a Rewards program?

Explain how it works

Do you have any kind of Email or Text Club that people sign-up for?

Explain:

Do you know the difference between Target Marketing and Saturation Advertising?

**How do you track your profits with them?**

**Solutions:**

What % of your Local neighborhood do you think go out to eat, or order take-outs & like receiving birthday gifts?

What % of those are buying from you now?

What % more would you like to buy from you?

Do you have a Birthday program?

Explain how it works

If I could show you a way to achieve your goals with verifiable, trackable results, would you consider trying it?

We have customizable solutions so Is there a limit to what you can or would want to invest per month if you got an instant 100% to 400% ROI within 30 days, then up to 10x more after?