



# Marketing Assessment

Printing & Graphics

The following questions will help you make an assessment of your present marketing efforts and determine what demographics make up your best customers. You are welcome to use this information for your own analysis, or submit your answers and let Murr Printing help you come up with a marketing plan.

## Understand your business

1. What marketing tools do you use ?  Yellow Pages  Newspaper  Radio  Direct Mail  Email Marketing
2. Do you have incentives for frequent purchases?  Yes  No
3. What is your advertising budget each year?  under \$1,000  \$1,000-5,000  \$5,000-10,000  over \$10,000
4. Do you send billing statements monthly?  Yes  No
5. Can your customer list be saved in Excel?  Yes  No
6. Have you ever done direct mail marketing?  Yes  No
7. Have you ever done email marketing?  Yes  No
8. Are you part of a franchise or chain of stores?  Yes  No
9. Do you have any printed materials that educate customers about your products or services?  Yes  No
10. Do you have a website?  Yes  No Do you keep it current?  Yes  No
11. What makes your product or service different from your competitors? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Understand your customers

1. What is the main reason that customers buy from you? \_\_\_\_\_
2. How do customers place orders with you? (percentage out of 100%)  
In-store \_\_\_\_\_% Web Sales \_\_\_\_\_% Phone \_\_\_\_\_% Other \_\_\_\_\_%
3. What percentage of your customers are: renters \_\_\_\_\_% homeowners \_\_\_\_\_%
4. What percentage of your customers are: female \_\_\_\_\_% male \_\_\_\_\_%
5. What is the typical age group of your customers?  under 21  21 to 34  35 to 44  45 to 54  over 55
6. What is the typical annual income range of your customers?  under 30K  30K to 80K  over 80K
7. How often do your customers visit?  Daily  Weekly  Several times a month  Monthly  Several times a year
8. How do customers pay? (percentage out of 100%) Cash \_\_\_\_\_% Credit Card \_\_\_\_\_% In-Store Charge \_\_\_\_\_%
9. How far do customers travel to you?  5 miles  10  15  20  25  30
10. What months are you busiest?  Jan  Feb  Mar  Apr  May  Jun  Jul  Aug  Sep  Oct  Nov  Dec
11. What months are you slowest?  Jan  Feb  Mar  Apr  May  Jun  Jul  Aug  Sep  Oct  Nov  Dec