

E-marketing Needs Assessment

Situation Questions:

- How do you currently market to your customers?
- What is the opt-in process for customers to sign up for your newsletters?
- What sort of data do you have about your customers? Specifically, what fields do you collect? What is the quality of the data?
- Are you focused primarily on attracting new customers or obtaining repeat business from existing customers?
- How do you create incentives for customers to sign up for your newsletters?

Problem Questions:

- How successful have your current online marketing initiatives been? How would you like to improve them?
- What challenges have you faced with your e-marketing efforts?
- What costs have been associated with maintaining your own technical infrastructure?
- What difficulties have you experienced with Web development, hosting, and newsletter delivery?

Solution Lead-in Questions:

- What sort of data would you like to collect about your customers?
- What marketing techniques are most effective? How are you measuring success?
- What revenue metric do you most want to affect?
- What features of competitor's sites are applicable to your situation? What would you like to borrow or adapt?
- What areas of your site are most popular?