MARKETING NEEDS ANALYSIS

Answer each of the questions below as best you can. Go with your gut feel, but be honest and thoughtful about your answer. After you've finished each question, you'll be able to plot your results on the Marketing Needs Analysis Maps (p. 4).

For each question: **10** = high/very positive/very high, **0** = zero/very negative/very low

Q1 – How would you rate the current level of awareness of your brand/business with your target market?

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Q2 – Of those that are aware of your business, to what extent do you feel they understand the what and how of your business?

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Q3 – How connected do you feel your brand's imagery (visuals, digital, print, clothing, signage, etc) is to your ideal target market and your product/service?

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Q4 – In your current marketing, how often do you aim to educate, inform or inspire your target market about your area of expertise or niche knowledge?

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Q5 – Considering someone who is not a current or past customer. How would you rate their likely level of perceived trust in your brand/business to deliver what you promise?

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Q6 – How likeable is your brand/business to your ideal customer?

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Q7 – Considering your current customers and others who interact with your brand online and off. How likely are they to take action from your current marketing by sharing it with others, responding to any call to action, or directly purchasing?

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

TRIPWIRE
MEDIA GROUP

Q8 - How would you rate your target markets level of perceived need or desire for your product/service?

0   1   2   3   4   5   6   7   8   9   10

Q9 - How effective is your sales process to take interested enquires through to customer or client?

0   1   2   3   4   5   6   7   8   9   10

Q10 - Rate your level of direct communication with current and past clients (how often do you maintain contact with them).

0   1   2   3   4   5   6   7   8   9   10

Q11 - How likely is it that your past clients purchase from you again, or become recurring clients?

0   1   2   3   4   5   6   7   8   9   10

Q12 - How likely are you to retain a client, even if a direct competitor lowers their prices to be slightly less than yours?

0   1   2   3   4   5   6   7   8   9   10

Q13 - Considering your current and recent past customers. How likely would they be to refer you to others?

0   1   2   3   4   5   6   7   8   9   10

Q14 - If you were to publish a video, image or post on your business social media page that promoted a 'special price' or 'offer' for your services, how would you rate the likelihood for this content to be shared, commented on or 'liked'?

0   1   2   3   4   5   6   7   8   9   10

Q15 - If you were to contact a past client directly via phone or email to seek their opinion on a new product or service, or to refer someone to your business. How keen would they be to help?
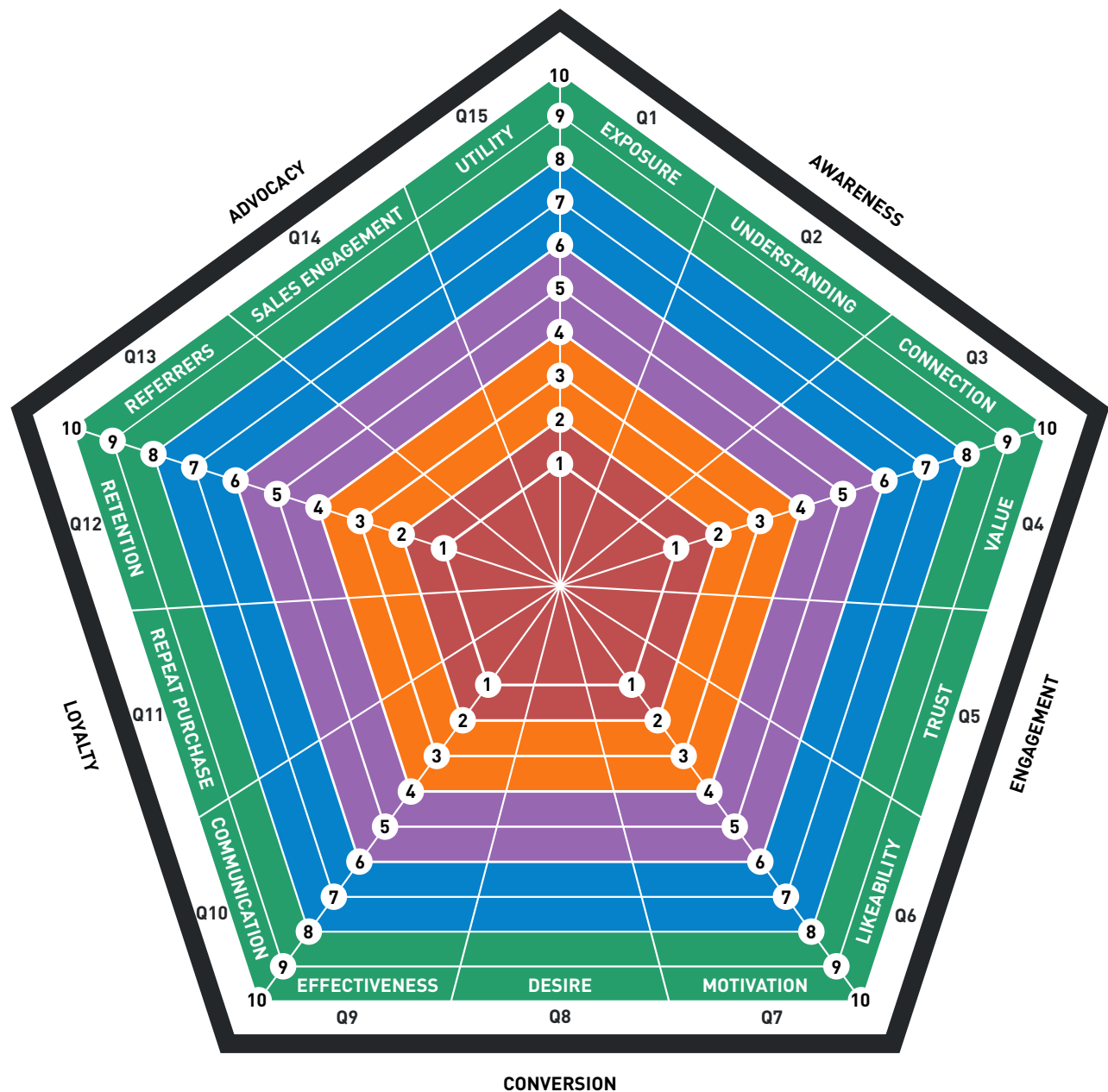
0   1   2   3   4   5   6   7   8   9   10
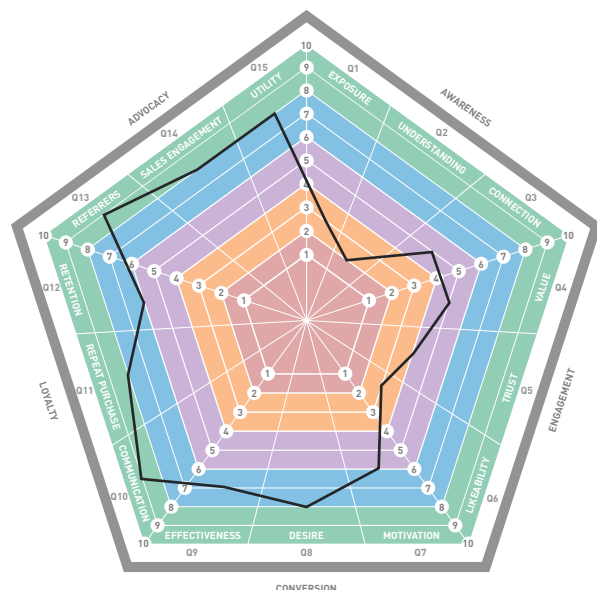
MARKETING NEEDS ANALYSIS MAP

BUSINESS NAME: _____

DATE OF ANALYSIS: _____

Plot your answers from the **Marketing Needs Analysis Survey** on the spider chart below. Connect the plotted dots to outline your marketing needs analysis and identify the key areas to focus on for improving your video marketing strategy.
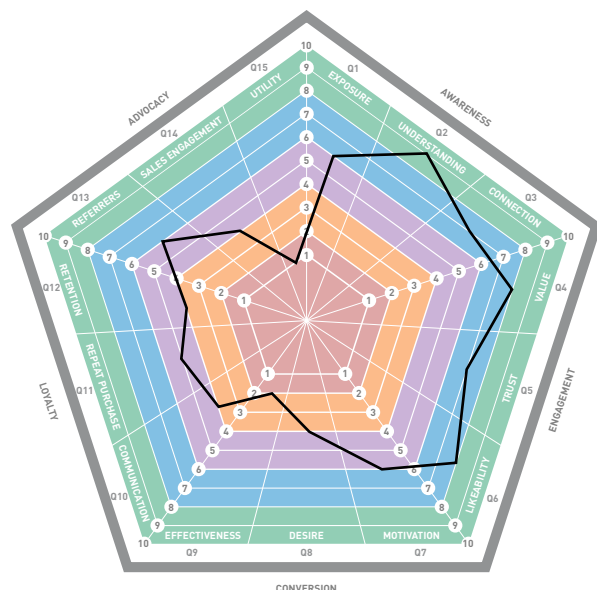
EXAMPLE 1
Local business, niche industry

In this example result we can identify some common marketing gaps which regularly feature in gap analysis for a small or local business.

The analysis shows a deficit in perceived awareness for their brand, and although their 'branding' is not too bad it still needs some work to better connect to their target market (connection).

We also see some low rankings in trust and likeability which indicates more work is needed to increase the brand position and engagement in their market.

As is the case in many local businesses who build strong, lasting relationships with their customer base they are ranking well across the board for conversion, loyalty and advocacy.

As a result we can determine that the key goals for this businesses video strategy should be focussed on Brand Awareness and Social Engagement.

EXAMPLE 2
Established bricks & mortar, newly added eCommerce

In this example result we can identify that this brand ranks highly in brand awareness and engagement indicating that there is a good perception in the market for this brand/product, building from its history in the industry and audience acceptance of the product/market fit.

Where there are clear gaps in this analysis are at the sales and post-sales end of the customer journey where it seems that there is room to improve the effectiveness of the brand's marketing to better move an interested enquiry through to a sale and then to engage further post-sale to encourage repeat purchase and improve customer loyalty.

As a result we can determine that the key goals for this businesses video strategy should be focussed on the goals of conversion and delight for maximum effectiveness.