# DAT 223 Module Two Assignment

## Client

* Make Me Buy Advertisers

## Types of Questions

* Funneling questions
* Clarifying issues
* Open-ended questions

## Delivery Method(s)

* Personally administered questionnaires
* Semi-structured interviews
* Expert panel

## Audience(s)

* Make Me Buy Advertisers’ clients are the audience, new, current, and former clients.
* As well as the business itself.

## Rationale for Diagnosis Methods

Make Me Buy Advertisers’ clients are the ones that will keep their business running. Without the clients, the business will cease to exist. Once we speak with the clients, the goal is to get ideas on how to meet their expectations and ensure they are happy with the relationship between the client and the business. I also recommend speaking with the clients who severed the relationship because they are the ones who have a problem with the business and the one solution to that problem is finding out exactly what had happened and, if possible, find a solution. The former clients did say that they were not receiving adequate return on investment, I’d like to dig in further and find out why. That would mean finances and we would need an expert in the finance department to help us understand that situation. The goal is to also avoid losing more clients so asking the current ones and new ones and meeting their expectations should help prevent the business from losing more clients and continue to grow. This can be solved by personally speaking with clients so the questions would most likely be personal and as for the delivery methods, it cannot be the kind of method where just about anyone can have access.

## Questioning

* “How can we further improve your relationship with this company?”
* “What kind of marketing strategies would be successful?”
* “How can we continue to keep the clients?”

## Rationale for Questioning

The main goal is to avoid losing more clients. A business would not survive without clients. Learning about how things can be improved, finding out different marketing strategies to attract clients, and how to keep them happy. Those are just some of the questions that will help me dig in and find answers as to how to improve the relationship between the clients and Make Me Buy Advertisers.