CEO Questions:

1. What is the overall revenue trend for our company in the past year, and what are the key factors contributing to any significant changes?

2. How do our financial metrics, such as gross profit margin and operating expenses, compare to industry benchmarks, and what strategies can we adopt to improve our profitability?

3. What is the customer acquisition cost (CAC) for each of our marketing channels, and how does it correlate with the customer lifetime value (CLV) for different customer segments? Which channels should we prioritize for investment based on these insights?

4. Can you provide an analysis of our market share compared to our competitors? What are the growth opportunities in our industry, and how can we leverage our strengths to capture a larger market share?

CMO Questions:

1. What are the key customer demographics and psychographics that have shown the highest engagement and conversion rates for our products or services? How can we tailor our marketing campaigns to better target these customer segments?

2. Can you analyze the effectiveness of our recent marketing campaigns, including social media, email marketing, and offline advertising? What were the key metrics, such as click-through rates, conversion rates, and return on investment (ROI), and how can we optimize future campaigns based on these findings?

3. What is the sentiment analysis of customer feedback and reviews for our brand and products? Are there any prevalent issues or concerns that we should address, and how can we enhance our brand reputation in the market?

4. What emerging marketing trends should we be aware of, and how can we stay ahead of our competitors? Are there any untapped marketing channels or strategies that we should consider exploring to expand our reach and engage with new customers?