

Strategy Worksheet

1. What are your specific business objectives for this year?
2. What are your specific marketing objectives for this year?
3. What would you like Pullen Advertising to help you accomplish?
4. What has been your experience with past communications partners?
5. What are your core capabilities (strength in organization, culture, reputation, employee productivity and morale, information systems, management)?
6. Please provide a general description of product categories and services, list in order, highest to lowest revenue producers.
7. In what product/service areas are you currently most focused? In which areas would you like to see growth?
8. Who do you see as your competition? Include their strengths and weaknesses. Please attach any current literature or ads.
9. Why is your offering better than the competition's?
10. Who do you see as your primary audience? Secondary? Describe your customer-demographics (age, gender, education, income range) and personality type (thinking, lifestyle, etc.)

11. What do you think motivates your target audience?
12. How often do your customers buy you product?
13. How do your customers currently learn about you?
14. List the five top reasons a customer buys your product?
15. What positive and negative comments do you customers express about your products/services?
16. What do you see as the objective for your advertising campaign?
Your thoughts on what the campaign should include:
17. What media do you think will be most effective?
18. Are there any legal requirements?
19. If you were to have a legacy, or if there is a historical person or company whose legacy you could adopt as your own, what would it be?
20. What is your company's personality (such as demographics, age, gender, social class, lifestyle, activities, interests, opinions and human personality traits, extroverted, agreeable, dependable)?
21. Is there anything else you think is important that we need to know?
22. When is the due date?
23. What is your projected marketing spending for this year?