

First Meeting Questions

To make the most of our first meeting, here are a few questions to start thinking about. These will help me better understand your company and ensure I build a plan that's tailored to you. Feel free to jot down any thoughts, but no pressure to have everything figured out yet! Depending on your needs, not all of these will apply.

Goals:

- How do you want me to support your company's marketing?
- What are your top 2-3 business or marketing goals over the next 6-12 months?
- What does success look like for you?
- Are you looking for quick wins, long-term growth, or both?

Audience:

- Who is your ideal customer? Any specific industries?
- What challenges or needs do they have that you solve?
- Who are your main competitors?

Brand and Voice:

- How would you describe your brand's personality and tone?
- Do you have a brand style guide?

Current Marketing Efforts:

- What's currently working well for you in marketing? What's not?
- Where do you feel like you're losing momentum or missing opportunities?
- What systems or tools are you using for marketing (CRM, email, automation, analytics)?

Website and Digital Presence:

- How happy are you with your current website's performance?
- Do you have active SEO efforts or paid ads right now?
- Where is your website hosted now?
- Do you have a developer, or how do you manage website updates?

Working Together:

- What's the monthly marketing budget I can work with?
- Have you worked with outside marketing support before? What worked/didn't work?
- What level of involvement or collaboration are you looking for from a partner?
- Is there anything you're dreaming about for your brand that you haven't had time to focus on yet?