

Effective Marketing Survey

On a scale of 10 being the best and 1 being the worst and 0 being you have not used that media, please rate your marketing experience with the topics below.

This Survey is intended for sign shop owners or sign shop marketing reps to complete. No need to look at supporting numbers, this is solely based on your opinion which may be comprised from your experience of looking at numbers, talking with your employees or customers.

This is a how you feel type survey.

Getting your name out there.

How effective do you feel you are getting your name out with the topics listed below

Signs

Sign at the Main Location (The Specific Location of your retail shop)

Sign at your secondary location (Warehouse, install location, garage, etc..)

Signs with your logo on it placed at other public events (Sporting Complexes, Race Tracks, Ect..)

Mobile Advertising

Company Car/Truck Lettering

Company Car/Truck Wrap

Sponsorship on a race car or other similar type of media

Your Logo on a customers wrapped vehicle.

Your Logo on a customers lettered vehicle.

Business Cards

Left at other businesses in bulk (The bulletin board at supply stores, restaurants or other local businesses)

Given to someone by one of your existing customers

Given to your customer directly on the street or in conversation.

Banners

Marketing your business, displayed on or around your location.

Marketing your business, displayed at other businesses or events

Phone Book

Just your name in the yellow pages (Basic Listing)

Your Name bold in the yellow pages

Small Business Sized ad in yellow pages

Large Ad in Yellow pages

Full Page Ad in Yellow Pages.

The Back of the book.

Print Media

Your Logo in a News Paper

Your Logo in a Magazine

Your Logo in a Shopper

Internet

Ads placed on location chamber of commerce web page

Ads placed with local news paper

Ads placed with online phone book.

Ads placed with Search Engine (Google Ad Words)

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Getting your name out there.

How effective do you feel you are getting your name out with the topics listed below

Restaurant Advertising

Your Ad on a restaurant coffee cup or glass
Restaurant Place Mats with your ad and others (Small)
Restaurant Place Mats with your ad and others (Large)

Event Literature Advertising

Your Logo listed as an events promotional product (Flyers, Mailings, Ect)
Your Logo displayed in event schedule or brochure. (School Sports Programs, Air Show Programs, Etc...)

Radio

An event advertised on radio saying you as a sponsor
Radio Ad Promoting your business

TV

An event advertised on TV showing you as a sponsor
Your own commercial showing your logo.

Promotional Products (Given to customers or employees)

T-Shirts
Hats
Jackets/Coats
Safety Vests
Coffee Cups/Glasses
Pens

Social Groups

Your basic free facebook page
Twitter Account

Telemarketing

The person that answers the phone for you.
Your Voice mail After hours
Your Hold Music
Making phone calls to local businesses.

Word of Mouth

Existing customers/friends promoting your business.

Yard Signs

Little signs placed just about anywhere listing your business name.

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Product Marketing

How effective do you feel you are getting your products advertised in the topics below.

Signs

Sign you your building or main location that says what products you offer.

Mobile Advertising

Product advertised on your company vehicle that is lettered.

Product advertised on your company vehicle that is wrapped

Business Cards

Products listed on your business card.

Banners (Displayed temporarily in accordance with your city ordinances)

Banners on your property marketing a specific product.

Banners at a an event marketing a specific product.

TV

Product specifically advertised on TV Commercial

Radio

Production specifically advertised on the Radio

Print Media

Product specifically advertised in the News Paper

Product specifically advertised in the Shopper

Product specifically advertised in a magazine

Internet

Product ad placed on location chamber of commerce web page

Product ad placed with local news paper

Product ad placed with Search Engine (Google Ad Words)

Social Groups

Success of a product you posted about in Facebook

Success of a product you "tweeted" about

Word of Mouth

People that bought something because a friend or customer told them you provided them.

Yard Signs

Little signs placed just about anywhere advertising something you do.