



## 7 QUESTIONS TO SUCCESS

There are many different options out there for you to utilize when creating a marketing initiative and it's our priority to help you to determine the right technique for you and your organization. In the initial stages of a marketing program we like to ask our clients a series of questions in order to help understand their objectives. We invite you to ask yourself the same questions in order to determine the best methods and first steps that you need to take in order to create a successful marketing program.

1. Who is the ultimate recipient for the message that you are trying to send?

2. What exactly are you trying to accomplish by implementing this marketing program? *To reach out to new customers? To strengthen relationships with current clients? To create sales initiatives? Company Branding?*

3. When do you need this program to take place?

4. Where would you like to implement this program? *Tradeshows? Training? Giveaways? Corporate Events? Mailings?*

5. How will you measure your success? *Increased sales? Raised percentage of repeat customers? Decreased employee retention costs? Increased attendance at an event?*

6. How do you want this program to influence the recipients? *Do you want the recipient to call you? Do you want the recipient to be familiar with your name and brand? Do you want the recipient to make a purchase?*

7. How much are you able to invest in order to accomplish your marketing goals? *financial resources? human resources? Don't forget to consider the number of hands and amount of time you'll need to fulfill the project!*

The Sonic Promos Team stands ready to help you work through the answers to all of these – please reach out to us at any time!

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