



**BE PREPARED TO BE SUCCESSFUL...** Answer Yes or No to the following questions.

Answering these questions will help you evaluate your marketing schedule and determine how best to make each promotion a success. Whether it's a one-time grand opening or an ongoing employee appreciation program, it's important to gauge your time frame, budget, and goals. Sonic can help you work through each component by creating product proposals and marketing programs custom to your needs.

Simply send the worksheet back so we can continue to actively support your marketing initiatives. In honor of "getting your homework done" we'll even send you a free gift!

**EVENT MARKETING:** What events are coming up in the next 12 months?

- Y  N New product launches      Date(s): \_\_\_\_\_
- Y  N Grand Openings                      Date(s): \_\_\_\_\_
- Y  N Company Picnics/Outings              Date(s): \_\_\_\_\_
- Y  N Holiday Promotions                      Date(s): \_\_\_\_\_
- Y  N Special Events                              Date(s): \_\_\_\_\_
- Y  N Tradeshows                                 Date(s): \_\_\_\_\_
- Y  N Other    Date(s): \_\_\_\_\_

**NOTES:**

**BUSINESS GIFTS:** What types of business gifts do you currently use?

- Y  N Thank you gifts for new and current clients
- Y  N Give away promotional items that keep your contact information in front of your clients at all times
- Y  N Holiday gifts to prospects, customers or employees
- Y  N Other

**NOTES:**

**EMPLOYEE RELATIONS:** What programs do you have in place?

- Y  N Incentive programs to motivate your employees performance
- Y  N Recognition awards to acknowledge exceptional work / employee anniversaries
- Y  N Rewards for perfect attendance and punctuality
- Y  N Safety programs to reduce injuries in the workplace
- Y  N Other

**NOTES:**

**MOTIVATION:** Do you have programs designed to:

- Y  N Motivate prospects to place a first-time order
- Y  N Get one-time customers to buy from you again
- Y  N Reactivate existing clients who haven't purchased in awhile
- Y  N Other

**NOTES:**

Additional Comments or Questions:

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