

CLIENT NEEDS ANALYSIS

1 COMPANY

- How long have you been in business?
- Do you have more than one location?

3 CUSTOMERS

- Who is your current customer?
- Who are you trying to target with this campaign?
- How often do you see the average customer?
- How far does the typical customer travel to you or you to a customer?
- How much is the average customer worth?

5 OBJECTIVES

- What is your goal with outdoor marketing?
- Do you have a positioning statement/motto?
- What is your business image and what should it to be?
- What is your biggest marketing challenge?

6 ADVERTISING

- How long are you looking to utilize billboards?
- How often will you want to change the message?
- Do you have long term and short term message goals?
- Geographically, where do you want to focus your marketing?
- What other forms of media are you currently using?
- Do you have a budget in mind for your billboard campaign?

2 PRODUCTS/SERVICES

- What product/service are you known for?
- What is your #1 item or service?
- What product/service do you plan to advertise?
- What product/service that your company offers that you don't think people know enough about?

4 COMPETITORS

- Who is your biggest competitor?
- What is your competitive edge over them?
- Why does a customer ultimately choose you?
- Do you anticipate any changes in competition?

Business Name

Lead Contact

Phone

Email

Website

Address

Social Media

