

## 10 Marketing Questions Every Company Should Ask... and Be Able to Answer

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In our years of consulting with businesses large and small, we have found that some of the most foundational questions about marketing are some of the most difficult to answer. For that reason, many of them go unanswered because company owners or executives either don't have the time to ponder the questions or are simply fearful that the answers might be different than what they thought.

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More good than harm can come from spending time asking and answering these fundamental questions. Through careful analysis of your business, its products, reputation and measures of success, you will set yourself on a path toward profitability and marketing effectiveness,

Take a moment to ask answer the following questions. If you don't have answers, take the time necessary to find the answers and share them with your management team.

1. Who is our primary target customer?
2. What do we really sell?
3. What is our brand promise?
4. Why do our employees come to work everyday? Do they all know that?
5. How much less does it cost to keep a current customer vs. acquiring a new one?
6. What's my cost per customer lead?
7. What is the average lifetime value of our customers?
8. What is our sustainable competitive advantage?
9. Can our positioning be summed up in one sentence?
10. How do we measure success? In other words, what are our metrics?

If you're challenged by these questions and could use an expert's help to facilitate your thought process, call Glowac+Harris+Madison at 608-232-9696 or e-mail [wayneg@glowacharris.com](mailto:wayneg@glowacharris.com).

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