

Brilliance Internet Inventory



We call this questionnaire the Internet Inventory because it does what every other business inventory does: it tallies the resources you have to sell and uses the data to improve your decision making.

The only thing that makes this inventory unique is its location. Instead of looking on the shelves, the raw material for Internet success can be found in the minds of the company's managers. Our clients' interests, business goals and knowledge of their customers' attitudes are the building blocks we use to create attractive, sales-building web sites.

As with every inventory, a bit of time is involved. On the other hand, the more thoroughly the task is accomplished, the more effectiveness you gain at the bottom line.

Of course, all the information you share will be held in strictest confidence.

Start here.

Wish list of opportunities

Below you'll find ten statements customers make about Internet marketing opportunities. Choose and check the five statements that most closely match what you've been thinking about your own business and its web activities.

- Our web presence would benefit from a fresh, objective new look
- We'd like to sell our products online if customers would respond
- The internet could be our way to sell more products with less effort
- Web advertising looks relatively inexpensive...we should look into it
- Customers who look for us on search engines should find us more easily
- Current customers could use our web site to send us repeat business
- We waste a lot of money on ineffective advertising. Maybe Internet ads would produce more response.
- Our company could benefit if we had the right software to automate our business processes
- We've been thinking about Internet-based ways to automate routine tasks with our supplier network
- Our web presence needs to reflect what makes us different from our competitors

Tic list of frustrations

Read the ten statements below, then check the five that sound most like the thoughts you or your business associates have been thinking



- We aren't getting enough sales leads in the door
- We get lots of inquiries, but they don't result in sales
- Customers commonly buy once, then we never see them again
- Nobody knows we're on the Internet, and current customers complain they can't find us
- There's a lack of interest in new technology or internet solutions around here
- We have a web site, but it isn't professional, attractive or easy to use
- People tell us they can't find the information they need on our site
- Our web site is out of date, and the process of changing it isn't easy
- Our current advertising isn't as effective as our competitors', or it's costing too much
- We're at square one...we don't know where to begin when it comes to Internet strategy

Background and benchmarks

1. How long have you been in business?
 - Less than two years
 - 2-5 years
 - 5-10 years
 - More than 10: years
2. When someone at a party asks what your business does, what do you tell them?
3. What are your most important products?
4. Name the three competitors that concern you most or that you watch most closely.
 -
 -
 -
5. What three attributes most effectively define your target customer?
 -
 -
 -
6. In 25 words or less, what message do you want your customers to get about you, your company and its products?



7. Name three methods you currently use for advertising and marketing, in order of effectiveness
 - 1)
 - 2)
 - 3)

8. How many leads to each of these methods bring in per month?
 - 1)
 - 2)
 - 3)

9. What is your success percentage (how many leads per sale)?

10. What percentage of your overall revenue is made up of web sales?

11. Are you currently measuring the ROI of your marketing investments? Do you have a good idea of the ROI on your web site?

12. How much do you have budgeted over the next 120 days for web-based advertising and communications? What percentage is this of your total advertising budget?




13. If you had one wish for your business in the next 120 days, what would it be?

14. If we wished to begin a working relationship aimed at using technology and the Web to improve your business, who else besides yourself would need to sign off on that decision?

CONGRATULATIONS, YOU'RE DONE!

Thank you for your time

PLEASE COMPLETE & RETURN TODAY:

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