

Tell us more about yourself and your company.

First name and last name *	
E-mail address *	
Phone number *	
Company name *	
Company website	

Question 1/8

What is your marketing challenge?*(Mark all answers that apply to your company)*

- a) I want to have more customers
- b) I want to increase sales in E-shop
- c) I want to increase the effectiveness of existing activities
- d) I want to increase brand recognition
- e) I want to expand marketing activities with additional new channels
- f) I want to have a (better/new) website
- g) Unspecified / I don't know what my options are
- h) Other (what kind?)

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Question 2/8

What marketing activities interest you?*(Mark all answers that apply to your company)*

- a) Internet advertising
- b) Maintaining Social Media Profiles
- c) SEO / Positioning
- d) Content marketing (e.g., creating articles for a blog, developing content for a website)
- e) Website
- f) Marketing strategy
- g) Marketing analytics
- h) I don't know what will be best
- i) Other (what kind?)

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Question 3/8

What is your total marketing budget for the month?

If you don't have a specific budget yet, write what budget you want to target for marketing per month.

1. Less than 3 thousand PLN /netto
2. 3 - 5 thousand PLN /netto
3. 5 - 10 thousand PLN /netto
4. 10 - 20 thousand PLN /netto
5. 20 - 30 thousand PLN /netto
6. 30 - 40 thousand PLN /netto
7. 40 - 50 thousand PLN /netto

8. 50 – 75 thousand PLN /netto
9. 75 – 100 thousand PLN /netto
10. over 100 thousand PLN /netto
11. over 200 thousand PLN /netto

Question 4/8

What marketing activities have you conducted so far?

(Mark all answers that apply to your company)

- a) Social Media (running profiles)
- b) Paid advertising on Social Media
- c) Google Ads advertising
- d) Website positioning
- e) E-mail marketing
- f) Outdoor marketing (billboards, posters, flyers)
- g) Participation in trade shows, industry events
- h) Didn't do any marketing activities
- i) Other (what kind?)

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Question 5/8

What do you find most difficult about marketing efforts in your business and in your industry?

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Question 6/8

Enter the names of companies competing with your brand.

Question 7/8

Do you have files that you think might be useful to us? (e.g. brand book, strategy, mission and vision of your company, etc.).

You can send them to email: hello@inmarketing.pl after completing the brief.

- a) Yes, I send an email.
- b) Yes, but I want to sign a Confidentiality Agreement beforehand.
- c) No

Question 8/8

What hours can we contact you to clarify the brief?

- a) 8:00 – 10:00
- b) 10:00 – 12:00
- c) 12:00 – 14:00
- d) 14:00 – 16:00