

Questions for Building an Effective Advertising Campaign

1. Who is the target customer? Think: age, gender, income. Who calls? Who makes the final decision? Is it the same person?
2. Describe the existing sales process step-by-step. Call into a call center? How many people answer the phone? Time of day calls are answered “live”? Do you have 24/7 capabilities? When are your best sales people prepared to interact with the prospect? Be specific on days, times and time zones. Is there a web element to capture leads? Is there a specific landing page or URL?
3. What circumstances bring a typical prospect to start to think about purchasing what you offer?
4. What are the most important things to your prospects when buying what you have to offer?
5. What emotions might they be feeling at this time (anger, fear, confusion, skepticism)?
6. What key information does the prospect need to know that they may not be aware of when making a decision on your type of purchase?
7. What does the prospect wish would happen when they move forward with a purchase?
8. What do you provide the prospect to build trust or establish credibility? Do you have specific awards, endorsements, testimonials that can be used?
9. In considering a risk-lowering strategy: What do you have to offer as a call to action to get them to respond to your ads? Guarantees, free offers, risk-free trials, keep extra if you cancel, bonus with purchase?
10. What is your typical conversion ratio? For example, if 10 people contact you and are interested in what you offer, how many of them will become customers?
11. What is your target cost per call or response?
12. What is the typical sales cycle from inbound response to closed sale?

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