



## STAKEHOLDER QUESTIONNAIRE

*A list of the most important questions you should be asking your team, vendors and stakeholders on day one.*

### Questions for the C-Suite

- What are our high-level business goals?
- Where does the marketing department fit in the company structure?
- What are the priority products or business segments?
- Do we have any future plans for product launches or business developments that I should be aware of?
- How do you define success?

### Additional Business Questions

- What does our sales process look like? How does a lead become a sale?
- What CRM do we use?
- Who are our industry competitors?
- Who are our direct competitors?
- What are our unique selling points?
- What purpose does the brand serve? What problems does the brand solve?
- What matters to our customers? Why do they choose us? How do we know this to be true? Data? Surveys?
- What is the state of our industry? What are the headwinds?
- What are our margins?
- What does our sales cycle look like?
- What actions do we want people to take on our website?
- Do we have any planned changes to the website?
- Is the business, or any of the products seasonal?
- Are there any books or frameworks that have been used and I should be aware of?
- What is our customer lifetime value (LTV) or cost per lead (CPL)? Is this profitable?
- Do we know our lead-to-Marketing Qualified Lead ratio? How about our MQL to closed deal ratio?
- What initiatives are we pursuing right now? Do we have specific quarterly or annual goals for these?
- How is our product differentiated from our competitors?
- Which competitors are doing a great job?
- What messaging strategies are we using? What has worked? What hasn't?
- What marketing outside of digital is working?
- What does our marketing tech stack look like?
- Do we have documented brand guidelines?

- Do we have personas developed?
- Are we aware of our prospective customer's online customer journey? Is this documented somewhere?
- Do we have a list of target customers and prospects?
- What outside vendors or partners are we working with?
- What are common questions that customers have about our services?
- Who are our most satisfied customers? Least satisfied? Why?
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### **Paid Media Questions**

- What paid media platforms are we using?
- What type of budget do we have on each of the platforms? In total?
- What are our current strategies?
- What are our current pain points?
- What are our paid media key performance indicators?
- Are we tracking conversions? If so, what are they and what monetary value do we assign to them?

### **Analytics Questions**

- How are we measuring success?
- What types of data do we have?
- What is our source of truth?
- Do we feel our marketing data is accurate?
- What questions do we wish we could answer with data that we currently can't?
- What analytics platform are we using? Google Analytics? Adobe? Other?
- How many Google Analytics and Google Tag Manager accounts are being used today?
- Who is hands on with our analytics? Do we have the views and tools needed to do sufficient analysis?
- What kind of reporting are you receiving today?
- Do we have access to edit the code on our site?
- What other analytics or attribution software is being used?
- What attribution model are we using?
- Can we tie revenue to specific users or website actions?

### **Organic Search Questions**

- What SEO strategies are we pursuing?
- What are our web development processes and capabilities? How do we make changes to the website?
- Does Local SEO form part of our strategy? Should it? If so, what have we done?
- Who on our team has the ability to manage our SEO?
- Do we have an outreach strategy for acquiring more backlinks? How is it going?
- Are there keywords we know we absolutely want to rank for?

## **Content Questions**

- Has content marketing been a focus for us? If so, what strategies have we used and how successful were they?
- Do we have a blog? Forum? Or Newsletter? How much interaction are we seeing from these?
- How are we developing ad creative today? How is that process working?
- How often are we publishing new content?
- What are our goals for the content?
- Do we have active social media accounts? Which ones? How are they managed?
- Which social media sites get the most engagement? How frequently are we publishing to them?
- Have we done any conversion rate optimization (CRO)? If so, what have we tested? What were the results?
- What tools have we used to run CRO tests?