



Wouldn't it be great if you could methodically review all the factors that have a bearing on your advertising with the goal of planning ahead for your best ad program yet? THAT'S what **Make Your Advertising Pay** is about! It can be the key to your future success in marketing.

Part 1: Background Information Worksheet

The "Background Information" Worksheet contains certain questions which will give your ad agency insights not gleaned from the Brainstorming Worksheets (Part 2). It will help you to begin reflecting about your business, serving as a mental warm up for the Brainstorming exercises.

We also call this the "short form." For some projects, it may not be necessary to provide more information than is given when you fill it out.

Background Information:

NOTE: The background information that you supply will help us to understand your business.

1. What is your company mission? _____

2. Briefly state your company history. Include date of founding. _____

3. How many people do you employ? _____ How many upper level staff members? _____

4. Do you have a company newsletter? _____ Intranet? _____ Morale good? _____

5. List your locations, giving address(es), phone(s) and fax number(s) and hours of operation. _____

6. What geographic area(s) do you serve? _____

7. Briefly, what are your products and/or services? _____

8. Describe your pricing or billing rates. _____

9. Describe your distribution channels. _____

10. Who are your largest or most important competitors? _____

NOTE: The first full line of each “answer” area in this form is set up as a multi-line text box. The additional visible lines are to allow someone who is printing the online page to write in an answer by hand.

Make Your Advertising Pay Background Information Worksheet, page 2

11. Briefly, what differentiates your company from its competitors? What are your strengths and weaknesses?

12. How many customers do you serve? Who are your major customers? Name some secondary markets.

13. If you serve a number of types of customers, what percent of your volume is represented by each? _____

14. Are there times or seasons when you sell/provide more products/services? _____

15. Do you have a website? If so, what is its domain name? _____

16. Describe your present and recent past advertising, communications or promotional efforts. _____

17. Describe your present and recent past public relations efforts. Please also mention any special events. _____

18. Do you have an electronic data base? How many names and addresses? Email addresses for these? _____

19. How are customers and prospects made aware of your progress, new employees and services? _____

20. What professional or networking organizations are you a member of? _____

21. What business are you in? What niche is your product or service intended to fill? _____

22. What are your organization's goals? Will advertising support these? _____
