

## Adtaxi Client Needs Analysis:

To talk to one of our team, please email this to [Jchandler@adtaxi.com](mailto:Jchandler@adtaxi.com) and or call 562 400-5550

TELL US ABOUT YOURSELF	
Business Name:	Office Phone:
Contact Name:	Email:
Title:	Web Address:
Address:	Category of Business:
Key Products/Services:	
WHO IS YOUR IDEAL CUSTOMER?	
<input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Children at Home <input type="checkbox"/> Homeowners <input type="checkbox"/> Renters <input type="checkbox"/> _____	
WHAT IS THE LENGTH OF THE BUYING CYCLE FOR YOUR PRODUCT(S) OR SERVICES?	
Length:	
AT WHAT POINT IN THE BUYING CYCLE DO YOU WISH TO REACH YOUR IDEAL CUSTOMER?	
<input type="checkbox"/> Engager (passive) Has interest and/or is researching.	<input type="checkbox"/> Shopper (active) – is actively looking to purchase.
WHAT TIME OF DAY DO YOU FEEL IS BEST TO REACH YOUR IDEAL CUSTOMER?	
Time of Day:	
WHAT ARE YOUR MARKETING OBJECTIVES?	
<input type="checkbox"/> Drive website traffic <input type="checkbox"/> Drive e-commerce sales <input type="checkbox"/> Drive price and product <input type="checkbox"/> Build Brand Awareness <input type="checkbox"/> Build email database <input type="checkbox"/> Generate Sales Leads	<input type="checkbox"/> Drive Foot Traffic <input type="checkbox"/> Grow Local Market Share <input type="checkbox"/> Grow Regional Market Share <input type="checkbox"/> Grow National Market Share <input type="checkbox"/> _____ <input type="checkbox"/> _____



WHAT DISTINGUISHES YOU FROM YOUR COMPETITION?

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DURING THE PAST YEAR, HAVE YOU ADVERTISED IN ANY OF THE FOLLOWING MEDIA?

MEDIA TYPE	WAS IT EFFECTIVE?	IF YES, HOW?
Newspaper	<input type="checkbox"/> Yes <input type="checkbox"/> No	
TV/Cable	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Radio / Broadcast	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Yellow Pages	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Magazines	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Billboards	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Direct Mail	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Internet / Interactive	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Banners / Graphical Ad	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Video	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Contests – online	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Directories – online	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Coupons	<input type="checkbox"/> Yes <input type="checkbox"/> No	
SEO (Search Engine Optimization)	<input type="checkbox"/> Yes <input type="checkbox"/> No	
SEM (Search Engine Marketing)	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Email Marketing	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Mobile Marketing	<input type="checkbox"/> Yes <input type="checkbox"/> No	
E-Commerce	<input type="checkbox"/> Yes <input type="checkbox"/> No	

DURING THE PAST YEAR, WHAT INTERACTIVE PRODUCTS HAVE YOU USED TO REACH YOUR MARKETING OBJECTIVES?

MEDIA TYPE	WHAT VENDORS / WEBSITES DID YOU UTILIZE
<input type="checkbox"/> Banners / Graphical Ad	
<input type="checkbox"/> Video	
<input type="checkbox"/> Contests – online	
<input type="checkbox"/> Directories – online	
<input type="checkbox"/> Coupons	
<input type="checkbox"/> SEO (Search Engine Optimization)	
<input type="checkbox"/> SEM (Search Engine Marketing)	
<input type="checkbox"/> Email Marketing	
<input type="checkbox"/> Mobile Marketing	
<input type="checkbox"/> E-Commerce	

BEHAVIORAL TARGETING CATEGORIES

<input type="checkbox"/> Automotive	<input type="checkbox"/> Health Pharmacy	<input type="checkbox"/> Small Business & B2B
<input type="checkbox"/> Consumer Packaged Goods	<input type="checkbox"/> International Interests	<input type="checkbox"/> Sports
<input type="checkbox"/> Custom Fusion	<input type="checkbox"/> Issues & Causes	<input type="checkbox"/> Technology
<input type="checkbox"/> Finance	<input type="checkbox"/> Life Stages	<input type="checkbox"/> Telecommunications
<input type="checkbox"/> Yellow Pages	<input type="checkbox"/> Retail	<input type="checkbox"/> Travel

Miscellaneous

Arts & Humanities



- Aviation & Aeronautics
- Government & Military
- Holidays/Observances – Back to School
- Holidays/Observances – Father’s Day
- Holidays/Observances – Halloween
- Holidays/Observances – Mother’s Day
- Holidays/Observances – Valentine’s Day
- Holidays/Observances – Winter Holidays
- Law & Legal Research
- Law & Legal Research – Class Action Lawsuits
- Law & Legal Research – Personal Injury Lawsuits
- News
- News – Business & Finance
- People
- People – Actors & Actresses
- People – Athletes
- People – Models
- Reference
- Religion & Spirituality / Astrology
- Romance / Personals
- Science
- Weather
- Politics

Detailed Target: \_\_\_\_\_

WHAT OTHER INFORMATION ABOUT YOUR BUSINESS, YOUR GOALS OR YOUR OBJECTIVES CAN YOU SHARE TO HELP ME CREATE AN EFFECTIVE MARKETING STRATEGY?

WOULD YOU BE WILLING TO SHARE

Annual Sales:

Annual Advertising Budget:

