

MARKETING QUESTIONNAIRE - FY 2008

Marketing Grant applicants must include a current strategic marketing plan with the application package. Applicants without a strategic marketing plan must complete and submit this CCT marketing questionnaire.

APPLICANT INFORMATION

Organization Name _____
 Contact Name _____ Title _____
 Telephone _____ E-mail _____

SITUATION ANALYSIS - *What is the current situation in your market space?*

- a. Who are your competitors? _____
- b. What are the trends affecting you? (local, regional, national) _____
- c. What opportunities do you see for your organization in 2008? (upcoming programming, improvements, events, etc.) _____
- d. What marketing has your organization done in the past? _____
- e. What factors generate results (i.e. seasons, special events, etc.) _____
- f. What alliances or partnerships have you formed? _____

OBJECTIVES - *State what you intend to achieve as a result of your marketing efforts including current and projected results (e.g. Increase attendance 10% from 20,000 in 2007 to 22,000 in 2008).*

- a. Objective 1: _____
- b. Objective 2: _____
- c. Objective 3: _____

TARGET AUDIENCES - *Who are you communicating to?*

- a. Geographic- Where do they live or work? _____
- b. Demographic- What age groups? _____
- c. Demographic- What is the average household income? \$ _____
- d. Demographic- Do they visit with children? No _____ Yes _____ (average ages of children _____)
- e. Mindset of Audience –
 - i. What do they think of your destination now? _____
 - ii. What do you want them to think of your destination? _____
- f. How do your target audiences most find out about you? (Web, word of mouth, brochures, advertising, etc.) _____

MESSAGE

a. Why should they visit your destination instead of going someplace else? What makes your place unique or different? What are the clear benefits for the visitor? _____

b. What phrases or pictures do you always use when you describe your offerings? _____

c. If you have a tag line, campaign theme or logo, what is it? _____

MARKETING MIX - How do you attract people to your place?

a. What are you doing now to attract new visitors? _____

b. What are you doing now to get visitors to come back? _____

MEASUREMENT - What statistics do you track to measure your success?

How often? How do you gather the numbers? _____

MARKETING BUDGET - (PLEASE ATTACH BUDGET IF AVAILABLE)

Line Item	2007 (actual)	2008 (projected)
Advertising		
Publications/brochures		
Public Relations		
Web/online		
Other:		
Other:		
TOTAL		