



## CLIENT LANDSCAPE

For \_\_\_\_\_ (company)

By \_\_\_\_\_ (your name)

On \_\_\_\_\_ (date)

Offices in: Texas :: Florida :: California  
Corporate Offices Located at: 5402 New Hope Road., Aubrey, TX 76227  
(P) 214.991.2267 :: (F) 214.237.6411



## CLIENT LANDSCAPE

### **THANK YOU FOR CHOOSING MOORHEAD MARKETING**

We believe that success begins with a thorough understanding of all facets of the project. This questionnaire will help clarify the full scope of your project's requirements and enable us to focus our design and development towards the fundamental needs and goals.

Please answer as completely as possible, but if you feel a question is not applicable feel comfortable in answering it "N/A".

On the other hand, if answering this questionnaire brings to mind something that you feel we have not covered, please let us know by adding the information to the end of this questionnaire.

Thank you in advance for taking 30 minutes to an hour to fill this out!

Moorhead Marketing

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# I. SITUATIONAL ANALYSIS

## ABOUT THE COMPANY & INDUSTRY

Introduction

Background and Research

Environmental Scan

SWOT Analysis

Strengths:

Weaknesses:

Opportunities:

Threats:

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## II. MARKET SEGMENTATION AND TARGET MARKETS

### DEFINITION OF MARKET SEGMENTS

Who are your primary target audiences?

Who are your secondary target audiences?



### III. OBJECTIVES

**BEHAVIOR**

**KNOWLEDGE**

**BELIEF**

**SPECIFIC MEASURABLE**



## IV. MARKETING STRATEGY

### **PRODUCT**

Actual Product:

Core Product:

Augmented Product

### **PRICE**

### **PLACEMENT**

### **PROMOTION**

Key Messages:

Messaging approach (tone and position):

Promotional Tactics:

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**V. EVALUATION PLAN**  
**EVALUATION AND TRACKING PLANS**

**APPLICATION OF EVALUATION RESULTS**



## CLIENT LANDSCAPE

### VI. BUDGET

#### INITIAL INVESTMENT

#### MONTHLY MAINTENANCE

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## VII. IMPLEMENTATION PLAN

### PHASE I

Task	Responsibility	Completion Date	Expected Cost

### PHASE II

Task	Responsibility	Completion Date	Expected Cost