



Thank you for choosing Son of Zeus Productions!

We understand that although small and personal businesses need to promote their products or services in order to gain new customers and clients and to retain existing ones, most owners don't have the time, ability, or means to advertise. Many get by only through word of mouth. It doesn't have to be this way.

Our goal is to provide effective and affordable promotional campaigns for our clients, but to do this we must first learn more about you and what you do. The following are standard questions that give us a better understanding of your business and its needs.

1. ***What is your business? What are your products and/or services?***
 2. ***What is your competitive advantage? (ie. what makes your products/services special and different from others on the market?)***
 3. ***Do you currently consider your business successful?***
 4. ***What are the demographics of your current customers?***
 5. ***What type of people do you believe would be most interested in your business (ie. what is your "target market"?)***
 6. ***About your brand image, how do you think your business is perceived by potential consumers? How would you like it to be perceived?***
 7. ***What is your current marketing mix? What are you doing to promote your business and what marketing materials are already out there?***
 8. ***Are there any new promotional strategies that you are interested in pursuing? (ie. direct marketing, a website, media placements, etc.)***
 9. ***Do you have any final comments or requests?***
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Thank you for your time.

Your input and feedback will help us develop detailed and customized marketing plans and strategies that will benefit your business. Feel free to contact us at any time.

