

Blueprint Activity Questionnaire

Please answer the following questions with as much detail as possible to help us understand your current situation so we can make suitable recommendations. Please return your completed questionnaire to marketing@mainline.uk.com or fax to 01283 500200 and we'll call you to discuss.

Dealer Name	
Your Name	
Contact Telephone	

Recent Activity

What activities have you done in the past?	
Please give examples of activities that have worked for you.	
Please give examples of activities that have not worked for you.	
Do you have any planned activity coming up in the next quarter?	
Have you worked or are you working with a 3 rd party marketing agency or suppliers (e.g. printer)?	

Your Customers and Products

Is there a type of customer you tend to be successful with?	
Are there any types of customer you would like to target?	
Which products / services do you have most success with? e.g. Business Solo, Mobile Internet etc.	
Which products / services would you like to expand?	

Your Objectives

What do you want to achieve from your marketing activity?	
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Tried and Tested

Which activities have you already tried? Were they successful? Did they achieved the desired results, would you like to try them in the future?

Activity	Tried	Successful	Not Successful	Would try	Would not try	Comments
Leafleting in newspapers, town centres, door-drops						
Advertising local press, radio, outdoor sites, trade press						
HTML direct campaign to existing or prospect data, specific offer to segmented targets, or a generic awareness campaign						
Networking / Events local trade shows, business networking, provision of branded exhibition stands and displays						
Referral word of mouth advertising, reward existing customers who recommend new business						
Branding and Corporate ID happy with your brand? Need business stationery, staff uniforms, signage?						
Directory Listing local network directories, business directories, telephone listing services						
Incentives for staff or customers						
PR editorial, advertorial, case studies, testimonials						