

09 marketing and reputation

Print or fill in.

Form 09: marketing and reputation

Best answered by: the owner, or whoever handles marketing **Time:** 25 minutes **Fills:** all three files in

marketing/

Form 00 already recorded what exists from the outside. This form is about intent: what you do on purpose, what you have tried, and what you think works.

Completed by: _____ · Date: _____

Where work actually comes from

Source	Rough share	Are they good {{CUSTOMER_WORD}}s	What it costs

Word of mouth, repeat business, search, maps, social, signage, vehicle livery, directories, trade associations, referral partners, advertising.

How do you know? Do you ask people, track it, or is this an estimate? An honest estimate is fine if it is labelled as one.

What you do to be found

Everything active, including informal things. Being in an association, sponsoring a team, turning up to a market, answering questions in a local group.

What you have tried that did not work

And why, if you know.

What you spend

Roughly, and on what. As at _____

Referrals

Who sends you work?

Do you thank them, or do anything for them? Is that systematic or does it just happen?

Where you think you are invisible

Places people look for a business like yours where you do not show up.

Reviews

Who asks for reviews, and when? "Nobody" is the most common answer.

What do the good reviews say? Use the words people actually use.

What do the bad ones say? Read them as data, not as attacks. Three people describing the same problem is a process fault.

Who replies to reviews, how quickly, and in what tone?

Reputation offline

What are you known for locally or in the trade? This is often stronger than anything online and almost never written down.

References

{{CUSTOMER_WORD}}s who would act as a reference or appear in a case study. What exactly did they agree to, and when did they agree to it?

Website and channels

Anything Form 00 could not answer from outside.

Who built the website, and can you change it yourself?

Who controls the domain and the hosting?

Do you have the original logo files?

Is there an email list? How big, and when was it last used?

Any account or listing you have lost access to?

What you would fix first

If one marketing thing could be fixed tomorrow, what would you pick?