**DISCOVERY QUESTIONNAIRE**

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| Client | LSA Systems |
| Project | Marketing strategy |
| Date | 17 August 2018 |

1. COMPANY PROFILE
	1. What is your name and job role?

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| --- |
| Richard Wiles |

* 1. How would you describe what the company does?

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| IT/Network Support, Installations, Development and Consultancy  |

* 1. What products, services and solutions does the company provide?

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| Backup Disaster & RecoveryIT Solutions and SupportSoftware DevelopmentCloud SolutionsIT SecurityCyber Security |

* 1. Who are your main competitors when it comes to winning new business?

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| Local IT companies.  |

* 1. What are the core strengths of the business – what makes you special?

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| --- |
| See 1.7 |

* 1. Which core strengths would be most relevant to a potential new customer?

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| --- |
| See 1.7 |

* 1. Which core strengths are truly unique to the company and why?

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| Support from a highly skilled team.Good set of partners to help us provide the latest innovative solutions. Fast response, most calls dealt with within 30 minutes. |

1. TARGET AUDIENCE
	1. What would an ideal new customer look like and why?

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| Local (less than 20 miles), So visiting does not take out a day.Industry sector does not matter as IT spans sectors.40-50 Employees, good user base and would require multiple servers.Multiple Sites, as more infrastructure would be needed. |

* 1. What companies would you really like to have as a customer and why?

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* 1. What job functions would be involved in making a decision to work with you?

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* 1. What pain points do these people have that you can help to resolve?

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* 1. What events, issues and aspirations will trigger a change of provider?

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| Looking for better service and more solutions. |

* 1. What specific needs and requirements will a potential new customer have?

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| Smooth transition from old IT company. |

* 1. What ‘hot topics’ are your potential new customers particularly interested in?

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| Job title and topics |

1. WEBSITE DESIGN
	1. How would you like the company to be perceived by visitors to the website?

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| Please choose all that apply and include anything else that is relevant: |
| Arrogant Authentic Best brand Cares for customers Different Distinctive Dynamic Friendly Fun Good value Helpful High qualityInnovative Original Prestigious Progressive Reliable Straightforward Stylish Traditional Trustworthy Unapproachable Unique Up-to-date | CarefreeCharming Daring Down-to-earth Energetic Understated Gaining in popularity Glamorous Healthy High performance Independent IntelligentKind Leader Obliging Restrained Rugged Sensuous Simple Socially responsible Visionary Trendy Upper Class Worth More |

* 1. What do you like most about your current website?

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| Clean look. |

* 1. What do you like least about your current website?

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| Now looking a bit dated. |

* 1. What other websites do you like and why?

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| Matchroom.com – Clear, uses full width of the page, works well on Mobile. |

* 1. What other websites do you not like and why?

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* 1. What do you think about the company’s current logo design and strapline?

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| Like Logo, Strapline is less relevant now we do not do telecoms. |

* 1. What content – like blog posts and whitepapers – should the company offer?

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| Blog about current IT issues |

* 1. What kind of marketing campaign might generate new sales leads?

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| A 5% first year discount to any new customer an existing customer recommends, the same amount of money then discounted of the existing customers contract for the next yearly renewal. |

THANK YOU