**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 & Recovery  IT Solutions and Support  Software Development  Cloud Solutions  IT Security  Cyber 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 quality  Innovative  Original  Prestigious  Progressive  Reliable  Straightforward  Stylish  Traditional  Trustworthy  Unapproachable  Unique  Up-to-date | Carefree  Charming  Daring  Down-to-earth  Energetic  Understated  Gaining in popularity  Glamorous  Healthy  High performance  Independent  Intelligent  Kind  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